Georgia Northwestern Technical College
Office of Digital Content/Social Media

Social Media
Guidelines

This document outlines the publication policy for Georgia Northwestern Technical College's page(s) on social media, including Facebook, LinkedIn, Twitter, Instagram, Google+, YouTube, WordPress, etc... These all are online social utilities that allow individuals, or group of individuals, to create a place for a group of people to come together online to post information, news and events. Georgia Northwestern's social media presence is intended to provide the Bobcat community with a venue to share thoughts, ideas, and experiences through discussions, postings, photos, and videos. Publication guidelines will be similar to any other media.

The Georgia Northwestern pages will provide students and other constituents with up-to- date college information and the opportunity to communicate with page administrators and other page users. This policy is intended to outline proper use guidelines in order to ensure the most effective use of the pages.

This policy addresses GNTC's official presence on social media sites. In general, individual faculty pages (someone's personal page) or a student's personal page are not included in this policy. However, if an employee or student group at the college creates a page that could be affiliated with GNTC, the Office of Social Media should be notified. (dfoley@gntc.edu) GNTC does not take any responsibility for pages developed by others.

Contributors to the GNTC pages will follow the generally established employee and student guidelines. Oversight of all GNTC-affiliated pages is the responsibility of the Office of Social Media, who will periodically review pages to ensure GNTC policies are followed and that the pages are being produced in accordance with the best interests of GNTC.

Because the technology that drives Web communication changes rapidly, this policy may be adjusted to reflect issues that may arise in the management and implementation of the page or for any other reason that supports GNTC's priorities for the page.

Department Sites
Individual departments wishing to develop a social media presence must contact the GNTC's Social Media Manager at dfoley@gntc.edu before developing any pages and/or accounts. In regards to Facebook, LinkedIn, and other similar outlets, departments will need to make a Fan/Business Page and not a profile page which is intended for individuals. Contacting the Social Media Manager beforehand can ensure that proper steps are taken when developing your page or channel. Once the departmental pages are set-up, that department is responsible for content development (see below).

Responsible Parties
The Office of Social Media is the primary administrator for GNTC's main pages or channels on any social media site or blog. Those who wish to contribute information or make suggestions for GNTC pages should email dfoley@gntc.edu.

Content Development
Student organizations are encouraged to develop a social media presence. When associated with GNTC, these pages should adhere to GNTC policies. Developing "friendships" with the official GNTC pages and other student group pages is encouraged!

All content must relate directly to GNTC business, programs, and/or services. Content placed by administrators cannot promote individual opinions or causes which are not directly related to college purposes.

Content should be short and written in active voice. Remember to consider the audience; the style and tone of content should be direct and student-oriented.

Photos and Videos
Uploaded photos and videos must relate directly to GNTC and/or student life and should not be used as a promotional tool for programs, products, or services outside of GNTC.

All photos and videos must adhere to existing GNTC policies.

Updating or adding content
The page should be maintained and as up-to-date as possible. In general, the more frequent the content is updated, the more users will access the page.

"Like A Page"
If you choose to "like" GNTC's Facebook page, this means that you are a recognized follower of the page, are able to interact on the page, and will receive updates sent out about events.

"Likers" cannot be censored by administrators unless posts or uploads are derogatory, false, and/or inflammatory in the eyes of the administrators of said page or channel. Of course, users can be censored by the terms and conditions of the social media or blog site in question. Be sure to read the guidelines carefully and report incidents which violate any terms or conditions.

Existing policies governing student and employee behavior apply to GNTC's social media pages or channels. GNTC takes no responsibility for content developed by nonemployees. However, GNTC will take action to delete and/or block users when deemed necessary.

Other
Because the GNTC pages on social media and blog sites are interactive tools, administrators should monitor pages closely and frequently to supervise user conduct.

Any questionable conduct should be reported to the Office of Social Media. (dfoley@gntc.edu)

Posting Policies

GNTC has created several accounts on social networking sites to engage with all current and new community members while encouraging a dynamic conversation about news, events, and topics of

interest to the Bobcat Nation! In doing so, GNTC respects First Amendment rights and embraces free speech values. Our goal is to encourage free speech on GNTC-related social networking site(s) and blogs, as well as to promote community values and ideals.

For these reasons, the contents of GNTC "walls," "discussion boards," "photo albums," and other areas available for posts are a combination of uploaded information submitted by individual administrators of the GNTC page(s) and individual social media outlet members (GNTC students, faculty, staff, alumni, and community members). Content submitted by individuals does not in any way reflect the opinions or policies of the GNTC.

Please be aware that all content and posts are bound by each social media and blog channels' Terms of Use, Code of Conduct, and the GNTC Computer Use Policy. In addition, GNTC reserves the right to block or remove the content of any post that violates campus policies, including but not limited to harassing, threatening, or profane language aimed at creating a hostile or intimidating environment. Content may be removed at any time without prior notice for any reason deemed to be in GNTC's best interest.

Additional policies:

Comments/Wall postings: Any comment or post deemed inappropriate by GNTC social media page administrators due to harassing or threatening language, slander or profanity will be removed from said channel without prior notice. GNTC reserves the right to block posts from anyone who violates this policy.

Discussion topics: If a topic or post generates more than 100 responses, GNTC reserves the right to select a few representative posts to remain on the walls or discussion boards and place the rest in a discussion group.

Reporting violations: Abusive content should be reported according to social media procedures. The social media and blog outlets GNTC uses daily encourage all users to utilize their "report" links when they find abusive content. In most cases, you will find a "report" link below the piece of content in question. Selecting this link will often take the user to a form where you can specify the type of abuse and make a detailed report. The outlet being informed will investigate these reports and make a determination as to whether or not the content should stay up. All abuse reports on all social media sites and blogs GNTC utilizes remain confidential.

Consult the GNTC Student Handbook to report violations of the Student Code of Conduct.
GNTC social network account administrator content: If you have a concern about content posted by the administrators of GNTC's social network accounts, please contact dfoley@gntc.edu.