

## Georgia Northwestern Social Media Guidelines

### Purpose

This document outlines the publication policy for Georgia Northwestern Technical College's page(s) on social media, including Facebook, MySpace, Twitter, and YouTube. 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 College 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 or student pages 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](mailto: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 Social Media Sites

Individual departments wishing to develop a social media presence MUST contact the GNTC's Social Media Manager before developing any pages and/or accounts. ([dfoley@gntc.edu](mailto:dfoley@gntc.edu)) In regards to Facebook, departments will need to make a Fan Page NOT a profile page. Contacting the Social Media Manager beforehand can ensure that proper steps are taken when developing the page. 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 on any social media site. Those who wish to contribute information or make suggestions for GNTC pages should email [dfoley@gntc.edu](mailto: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 and 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.

#### “Fans” and “Like”

The term “Fan” previously referred to a member of Facebook that decided to “become a fan” of a particular page. Recently, Facebook changed the option of becoming a fan of a page to “liking” a page. If you choose to “like” GNTC’s Facebook page, this means that you are a recognized follower of the page, is able to interact on the page, and receives updates sent out about events.

“Likers” cannot be censored by administrators, and are only censored by the terms and conditions of Facebook\*. Facebook does establish many guidelines in regards to language, posting pictures and videos, and various other topics. Be sure to read the guidelines carefully and report fans that violate any terms or conditions.

Existing policies governing student and employee behavior apply to GNTC’s Facebook page. GNTC takes no responsibility for content developed by nonemployees.

#### Other

Because the GNTC pages on social media 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](mailto:dfoley@gntc.edu))

Facebook terms and conditions, found at <http://www.facebook.com/terms.php>, must also be followed strictly.

## **Social Media 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 GNTC community. 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), as well as to promote community values and ideals.

For these reasons, the contents of the GNTC Wall, Discussion Board, Fan Photos, and other areas available for posts are a combination of content submitted by individual administrators of the GNTC page(s) and individual Facebook 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 the [Facebook 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.

GNTC also observes the following policies:

Comments/Wall postings: Any comment or post deemed inappropriate by GNTC fan page administrators due to harassing or threatening language, slander or profanity will be removed from the wall without prior notice. GNTC reserves the right to block posts from fans who violate 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 Wall or Discussion Board and place the rest in a discussion group.

Reporting violations: Abusive content should be reported according to Facebook procedures:

"Facebook encourages all users to utilize the "Report" links when they find abusive content. In most cases, you will find a "Report" link below the piece of content. Selecting this link takes you to a form where you can specify the type of abuse and make a detailed report. Facebook investigates these reports and makes a determination as to whether or not the content should stay up. All abuse reports on Facebook are 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](mailto:dfoley@gntc.edu).