Social Media Guidelines at Redlands Community College

These guidelines provide Redlands Community College employees with recommendations for utilizing social media as well as a summary of the college's policies and guidance that apply to personal and professional participation and comments on social media. The term "social media" means media designed to be disseminated through social interaction via platforms including but not limited to Twitter, Facebook, YouTube, Instagram, LinkedIn and SnapChat.

Nothing in these guidelines is meant to prevent an employee from exercising his or her right to make a complaint of discrimination or other workplace misconduct, engage in lawful collective bargaining activity, or to express an opinion on a matter of public concern.

Social Media guidelines set employer expectations, while empowering employees to actively engage in online communications. In addition, guidelines educate staff on issues and items to avoid in both personal and professional status updates.

Authorized Redlands Community College Social Media Accounts

Social media is a valuable communication and marketing tool that has many benefits and pitfalls. Redlands Community College's social media goal is to encourage interaction with our audience, from prospective and current students to the residents in the areas we serve.

Only designated employees are authorized to create or manage social media profiles or accounts on behalf of Redlands Community College. If you want to establish a social media presence on behalf of the college or a department/organization, speak on behalf of the college on social media or use social media to conduct college business, please contact the Office of External Affairs by emailing social.media@redlandscc.edu. If approved, External Affairs will establish the account and grant access to the designated employee.

If you have been approved to manage a social media account, it is your resonsibility to ensure that profile information, incuding contact information, hours, description and URL, are maintained and accurate. The account should not be updated with an employee's personal contact information, including phone and email. Employees outside the Office of External Affairs and Information Technology are not authorized to change login information. If a password needs to be reset or your personal social media account gets hacked, please email social.media@redlandscc.edu.

Identifying Yourself as a Redlands Employee or Referring to the College on Social Media

If you personally participate in social media and associate yourself with Redlands Community College, any statements, images or material you post may be perceived as being on behalf of the college. To help protect you and Redlands, and to help ensure compliance with the law, keep the following considerations in mind.

1. General Considerations: When you associate yourself with Redlands, interact with other Redlands employees, students or venders, or comment on Redlands, we suggest you:
   - Use personal contact and email information rather than your Redlands contact information
   - Avoid "Redlands" or other college images, logos or any part of the college's name and identity, as your account name, user name or profile photo
   - Be clear that you are speaking for yourself and not on behalf of Redlands Community College
   - Consider adding a disclaimer to your profile such as "This is my personal (account, comment, etc.). It is not endorsed by Redlands Community College and is not an official communication of Redlands.
   - Take care and ensure what you post to your social media account is factually correct
2. Follow Existing Redlands Policies: You should follow the same policies that Redlands employees are expected to follow every day
3. Respect all copyright and other intellectual property laws. For Redlands' protection as well as your own, it is important that you respect laws governing copyright, trademarks and other intellectual property, including Redlands' own copyrights, trademarks and brands. Please email Communications@redlandscc.edu if you have any questions about music licensing, copyrights, trademarks, etc.
4. All Redlands Community College employees are discouraged from sharing content or creating comments on social media containing the following:
   - Obscene sexual content or links to obscene sexual content;
   - Abusive behavior and bullying language or tone;
   - Any discriminatory or harassing statements or images;
   - Conduct or encouragement of illegal activity; and
   - Disclosure of information which an agency and its employees are required to keep confidential by law, regulation or internal policy.

Safeguard confidential information and personal data. Employees are reminded that disclosure of confidential information is prohibited at all times, not solely through social media conduct. Any such disclosure may subject the employee to disciplinary action up to and including termination.

How to Use Social Media

Employees who have been granted access to post on college social media pages should consider basic strategies. Are you using the page to reach out to new constituents? To communicate with your current audience? To post updated information about your hours, programs, etc.? Having a clear goal as you generate content will allow you to have a consistent message throughout the open-ended lifespan of your social media presence.

Social media should be part of a broader communication strategy. When determining and managing the college's social media presence, the Office of External Affairs considers the following questions.

What do you hope to achieve?
Who is your audience?
What channels would reach them most effectively?
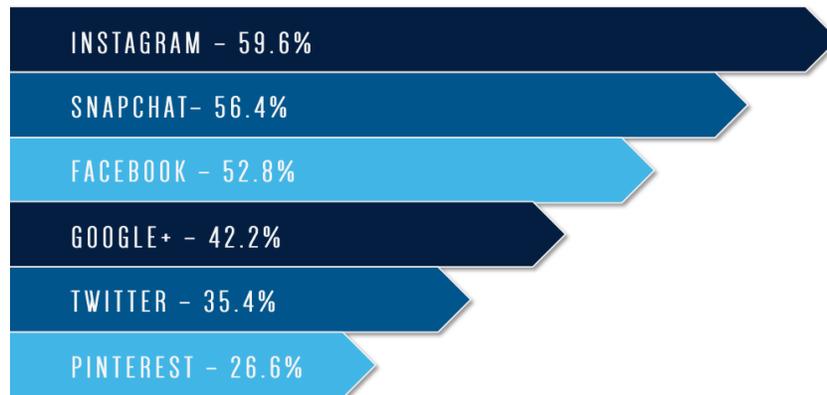Do you have the resources and commitment to run these channels well?
Are other related institutions doing something similar?
Do you need multiple channels? Would fewer, stronger channels be better?
Who will monitor our presence?

% OF GEN Z ON EACH PLATFORM

Social Media Usage

INSTAGRAM – 59.6%
SNAPCHAT– 56.4%
FACEBOOK – 52.8%
GOOGLE+ – 42.2%
TWITTER – 35.4%
PINTEREST – 26.6%

2019 Gen Z Media Report – The State of Postsecondary Marketing to High School Students, Glacier

What should I Post?

Content posted to your social media page should directly relate to your department or organization. This can range from text-based updates and relevant links to relevant photos or audio. The Office of External Affairs has found that the largest feedback in social media comes from utilizing video and engaging your audience directly – asking questions or directly soliciting feedback. Whatever is posted should be aimed at starting or continuing dynamic conversations with your audience.

All Redlands Community College employees may have personal social networking and social media sites and/or accounts. These sites and/or accounts should remain personal in nature and be used to share personal opinions or non-work related information. Following this principle helps ensure a distinction between sharing personal views and Redlands' views. Redlands Community College employees must never use their agency email account or password in conjunction with a personal social networking or social media site and/or account.

Can I Post This?

Please remember that the activity on your social media pages will represent Redlands Community College to a vast audience. Carefully consider your audience before posting any content, and remember to respect the rights and privacy of anyone included in or referenced in your posting. Any postings should follow the guidelines of the Statement on Respect for Persons in the Student Handbook. Do not post any copyrighted or questionably legal content, direct attacks on individuals or groups, libel, etc.

Official College logos and photos

If you would like to use Redlands Community College logos or would like to make use of any of our existing imagery, please contact communications@redlandscc.edu.

Engaging Your Audience

Social media, is, by nature, interactive. You should expect and encourage feedback and discussion on your pages in all forms. While your page moderator should closely monitor feedback, freedom of speech should be closely protected. Negative comments should not be deleted from the page. Instead, determine if it would be beneficial to respond to them in a constructive manner to encourage discussion. Some comments, such as attacks, improper language, advertisement or false statements should be removed as quickly as possible. On some social media platforms and in some cases, it may be possible to "hide" these types of comments. If you are unsure if a comment should be allowed, please contact the External Affairs office at social.media@redlandscc.edu.