



SOCIAL MEDIA

College Relations

Policy Number: 7010

1.0 PURPOSE

This policy addresses the need to establish standards related to the creation, use, and maintenance of College Social Media Accounts. Columbia Basin College (“CBC” or the “College”) recognizes the benefits of utilizing social media to enhance the communication and dissemination of information with faculty, staff, students, alumni, volunteers, the public, and other stakeholders that support the College’s educational mission. CBC also recognizes the challenges social media presents, including changing behavioral norms and constant technological advancements. College Social Media Accounts are created as a platform for speech by certain groups or for the discussion of certain topics and shall be administered in a manner that adheres to the principles of free speech. This policy only applies to College Social Media Accounts and does not apply to any Personal Accounts, nor is this Policy intended to restrict, abridge, or otherwise abrogate academic freedom.

Compliance with this Policy protects the College’s digital reputation and compliance with all applicable state and federal laws.

2.0 AUTHORITY & SCOPE

2.1 Authority: N/A

2.2 Scope: All College employees.

3.0 DEFINITIONS

3.1 Administrator(s) shall mean those Columbia Basin College employees authorized to control a College Social Media Account, which includes creating, modifying, removing, correcting or otherwise transmitting content via a social media platform. Administrators are also charged with monitoring the College Social Media Account for which they are an Administrator, which includes ensuring the account is active and that the account has not been accessed without authorization.

3.2 College Social Media Account(s) means social media accounts on any Social Media platform, now existing or later created, for the purpose of communicating or disseminating information on behalf of CBC in an interactive method via the internet. All College Social Media Accounts are owned by Columbia Basin College, and the College reserves the right to control the creation, administration, deletion, and/or maintenance of such accounts. This definition specifically excludes the CBC website and College employees’ Personal Accounts. College Social Media Accounts specifically exclude those social media accounts created and maintained by student clubs.

3.3 Personal Account means a website, blog, or similar digital media property owned and operated by any College faculty, staff, students, or any third party in their individual capacity, not for official College business.

3.4 Social Media generally refers to any of the widely accessible electronic tools, websites, apps or platforms that enable anyone to communicate, publish, and access information, collaborate on a common effort, share user-generated content, or build relationships. Social Media may include, but are not limited to, platforms like Facebook, Twitter, Tumblr, Instagram, Snapchat, Pinterest, LinkedIn, YouTube, TikTok, and any blogs.

4.0 CREATION, USE, AND MAINTENANCE OF COLLEGE SOCIAL MEDIA ACCOUNTS

4.1 Creating a College Social Media Account.

- 4.1.1** College faculty and staff are the only individuals authorized to create and/or maintain College Social Media Accounts.
- 4.1.2** Any College employee who wants to create a College Social Media Account must obtain approval, in advance, from the Marketing and Communications Department by following the request process defined by the Marketing and Communications Department. Those operating a College Social Media Account before the implementation of this Policy shall seek approval as soon as practicable and adhere to all other provisions of this Policy.
- 4.1.3** If a request is approved, the employee must complete a digital and multimedia platform training coordinated by the Marketing and Communications Department.
- 4.1.4** The Marketing and Communications Department shall maintain a central database for all College Social Media Accounts to ensure continuity, consistency, and accountability. The database shall include, at a minimum, the name of each College Social Media Account, the platform of each account, the account password so long as the password is not a password to a personal social media account, and the authorized administrators. The database shall be maintained in a confidential manner so as to ensure the security of the College Social Media Accounts.

4.2 Maintaining a College Social Media Account.

- 4.2.1** Each College Social Media Account must have at least two full-time employee account administrators, including one designee from the Marketing and Communications Department.
- 4.2.2** Each College Social Media Account must contain a statement that:
 - 4.2.2.1** specifies the purpose of the account;
 - 4.2.2.2** identifies the group(s) the account is intended to serve or the topics subject to discussion;
 - 4.2.2.3** all comments, likes, posts, messages, and any other interactions are subject to Washington State’s Public Records Act; and
 - 4.2.2.4** disclaims any comment, like, message, or post as reflecting the College’s views, opinions, or an endorsement.
- 4.2.3** Most social media platforms require a user to accept “Terms of Use” or “Terms of Service” agreements. Only those employees with authorization to sign such contracts on the College’s behalf should accept the “Terms of Use” or “Terms of Service.” If the employee reviewing the “Terms of Use”

or “Terms of Service” has any questions about the contents, consult with the Marketing and Communications Department.

- 4.2.4** When a social media platform permits a profile graphic, the account must display an official College logo or graphic. No portion of the logo may be altered. Logo usage should follow the [College Branding Guide](#). Contact Graphics & Printing at 509-542-4883 or visit [CBC's Graphic and Printing Webpage](#) for an approved logo or graphic.

4.3 Using a College Social Media Account.

- 4.3.1** The only individuals permitted to comment, post, message, or otherwise transmit content on the College’s behalf via a College Social Media Account are Administrators who have been authorized by their supervisor and the Marketing and Communications Department. Students and/or student workers may only act as content editors, not Administrators that modify, remove, correct or otherwise transmit content. Administrators are expected to adhere to best practices when generating content on the College’s behalf.
- 4.3.2** Administrators must maintain the validity and security of College Social Media Accounts by regularly monitoring the account to ensure appropriate and authorized usage.
- 4.3.3** Social media demands a level of responsiveness; thus, Administrators are expected to monitor the College Social Media Account for which they are responsible and respond as necessary during regular College workdays to ensure compliance with this Policy.
- 4.3.4** The use, maintenance, control, and content of College Social Media Accounts are subject to all applicable state and federal laws and College policies, including, but not limited to:
- 4.3.4.1** United States Constitution;
 - 4.3.4.2** Washington State Constitution;
 - 4.3.4.3** Americans with Disabilities Act;
 - 4.3.4.4** Federal Educational Rights and Privacy Act;
 - 4.3.4.5** Rehabilitation Act of 1973;
 - 4.3.4.6** Health Insurance Portability and Accountability Act;
 - 4.3.4.7** Washington State Ethics in Public Service Act;
 - 4.3.4.8** Applicable records retention laws and schedules;
 - 4.3.4.9** Copyright laws;
 - 4.3.4.10** Trademark laws;
 - 4.3.4.11** CBC’s Standards of Conduct Policy;
 - 4.3.4.12** CBC’s Data Governance Policy;
 - 4.3.4.13** CBC’s Non-Discrimination & Harassment Policy; and
 - 4.3.4.14** CBC’s Title IX Policy.
- 4.3.5** College Social Media Accounts are intended to create excitement around the College and its programs, promote transparency, and enhance community engagement. In doing so, Administrators of any College Social Media Account shall:

- 4.3.5.1 Coordinate, as needed, with the Director for Marketing and Communications when transmitting content regarding the College;
 - 4.3.5.2 Practice proper records management;
 - 4.3.5.3 Verify each College initiated post, message, comment, and other transmissions for accuracy, completeness, timeliness, and relevancy;
 - 4.3.5.4 Obtain copyright releases for all materials protected by copyright laws from the creator;
 - 4.3.5.5 Comply with all state and federal laws, College policies, and any applicable Terms of Use or Terms of Service; and
 - 4.3.5.6 Obtain a completed [Promotional Release Form](#) when necessary, for an image, audio or visual recording prior to utilizing an image or recording on any College Social Media Account. All completed Promotional Release Forms must be sent to the Marketing and Communications Department for appropriate records management.
- 4.3.6 College Social Media Accounts with no activity for ninety (90) days or more will be deleted or deactivated by the Administrator from the Marketing and Communications Department. During the deletion or deactivation process, the Administrator from the Marketing and Communications Department shall take all necessary steps to adhere to any applicable records retention schedule and provide notice to any other account Administrator.
- 4.3.7 During a College emergency, such as a student death, fire, or damage to campus caused by extreme weather, Administrators shall not create their own message about the emergency. However, during a College emergency, Administrators may repost or share information from the College’s main social media accounts (e.g., @cbccollege on Twitter and Columbia Basin College on Facebook and Instagram). Administrators may also refer their audience to the College’s main social media pages for further information.

4.4 Correcting and Deleting Content Posted by the College.

- 4.4.1 Despite best efforts, posts containing inaccurate or incorrect information may occur. Deciding whether to delete or correct a post depends upon the circumstances. Deleting a post is necessary when the content should never have been posted in the first place, such as those instances identified in Section 4.5. Correcting a post clarifies language while preserving the content of the original post.

4.5 Prohibited Conduct.

- 4.5.1 No College Social Media Account Administrator shall:
 - 4.5.1.1 Post proprietary or confidential information about the College, faculty, staff, administrators, students, and/or alumni;
 - 4.5.1.2 Post information pertaining to any potential or active litigation;

- 4.5.1.3 Endorse or appear to endorse any commercial product, service, entity, political party, candidate, or other private interest;
- 4.5.1.4 Post personally identifiable information of another;
- 4.5.1.5 Use vulgar or abusive language, engage in personal attacks of any kind, or use offensive terms that target specific groups;
- 4.5.1.6 Communicate with members of the press about the College in their official capacity without express authorization from the President or the Assistant Vice President for Communications & External Relations;
- 4.5.1.7 Block any user the College Social Media Account was created to serve;
- 4.5.1.8 Utilize a filter intended to prohibit comments, posts, messages, or other forms of communication containing certain words, phrases, or verbiage;
- 4.5.1.9 Post any content that violates the platform's Terms of Service or Terms of Use;
- 4.5.1.10 Use a College Social Media Account for any unlawful activities or for activities that are malicious or have a harassing effect on other users; or
- 4.5.1.11 Except as provided by Section 4.6 of this Policy, remove any discussion the College Social Media Account was intended to facilitate.

4.6 Moderating a College Social Media Account.

- 4.6.1 Through the creation of each College Social Media Account, the College intends to create limited public fora for the benefit of the group identified by each College Social Media Account.
- 4.6.2 Social media allows for the submission of user-generated content. The College encourages discussion on College Affiliated Social Media Accounts that are responsive to College generated posts or transmissions. In that regard, each College Social Media Account's settings shall be programmed in a manner that only permits comments, likes, reactions and other forms of communication that are responsive to a specific post by the College or private or direct messages. Users may comment, like, react, share, or retweet in response to a College initiated social media post.
- 4.6.3 The College reserves the right to remove a comment, transmission, or any other form of communication occurring on a College Social Media Account that contains content that is:
 - 4.6.3.1 Obscene or explicit;
 - 4.6.3.2 Defamatory or libelous;
 - 4.6.3.3 Off-topic, including multiple successive off-topic posts by a single user or link(s) to off-topic material;
 - 4.6.3.4 Discriminatory;
 - 4.6.3.5 Sexual harassment;
 - 4.6.3.6 An incitement of illegal conduct;
 - 4.6.3.7 Spam or that promotes commercial speech;

- 4.6.3.8** A violation of the Terms of Use or Terms of Service for the social media platform;
- 4.6.3.9** Confidential or otherwise protected information;
- 4.6.3.10** In violation of any law; or
- 4.6.3.11** Information that may compromise the safety or security of the public, public systems, or the campus community.
- 4.6.4** Comments, posts, discussions, transmissions or any other form of communication in violation of Section 4.5.1 and/or Section 4.6.3 shall be removed from the account as soon as practicable without regard to any other portion of the comment, post, discussion, transmission, or communication.
- 4.6.5** Comments, posts, discussions, transmissions or any other form of communication will not be removed simply because they are negative or critical of the College or its employees, but may be removed if such communication violates either Section 4.5.1 or Section 4.6.3.
- 4.6.6** Individuals who engage with College Social Media Accounts do so at their own risk and agree to take personal responsibility for their comments, the information communicated, and/or interactions. Accordingly, the comments expressed by an individual on a College Social Media Account do not reflect the views of the College.

4.7 Security.

- 4.7.1** Each College Social Media Account Administrator will coordinate with Information Services to maintain the security of each account to prevent unauthorized access.
- 4.7.2** If an Administrator leaves their employment with CBC, the Administrator must be immediately removed as an Administrator and the account password must be changed to restrict access to the account.
- 4.7.3** When an Administrator is replaced, the account password must be changed to restrict access to the account.

4.8 Records Retention.

- 4.8.1** College Social Media Accounts are subject to Chapter 42.56 RCW (Public Records Act). The Public Records Act applies to all College Social Media Account(s) regardless of the form of the record (e.g., photos, posts, private messages, and deleted messages or posts). Each account Administrator is responsible for preserving records and data pursuant to any applicable records retention schedule or College policy. Such records shall be maintained in a manner that preserves the integrity of the original record and is easily accessible.

4.9 Other Considerations.

- 4.9.1** Advertisements that appear on any College Social Media Account are generally outside of the College's control. The appearance of non-College affiliated advertisements on College Social Media Accounts are neither a College endorsement nor a College promotion of the content contained in any such advertisement. When an individual clicks on an advertisement and

leaves a College Social Media Account page, the College is not responsible for transmission or content received from external websites.

4.9.2 Violations or perceived violations of this policy should be reported to the Assistant Vice President for Communications & External Relations. CBC may investigate and respond to all reports of violations related to this Policy and other applicable policies. Employees that violate any section of this policy may have their status as an account Administrator revoked and/or be subject to disciplinary action under any applicable collective bargaining agreement and/or College policy. Students who violate this policy may be subject to disciplinary action under the Student Conduct Code.

4.9.3 The College will not accept any legal notice via any College Social Media Account.

5.0 FORMS & OTHER RESOURCES

5.1 [CBC Social Media Guidelines](#).

6.0 HISTORY & POLICY CONTACT

6.1 Originated: [10/02/2020].

6.2 Revised: N/A

6.3 Proposal Date: [09/08/2020].

6.4 Promulgation Date: [10/02/2020].

6.5 Responsible Administrator: Assistant Vice President for Communications & External Relations