



Title of Procedures: Social Networking Procedures

Applies to (check all that apply):

Faculty _____ Staff _____ Students _____
Division/Department _____ College X

Topic/Issue:

Social networking sites such as Facebook, Flickr, MySpace, LinkedIn, and Twitter are being used progressively by students to communicate with each other, and by institutions to post events and profiles to connect with existing and new students.

Background to Issue/Rationale for Procedure:

To provide guidelines for approving, creating, and tracking Social Networking Web Site Pages.

State/Federal Regulations Requirements (cite if applicable):

N/A.

Procedure Language:

Baltimore City Community College (BCCC) will maintain an official presence (pending availability) on social networking Web sites, including but not limited to Facebook, LinkedIn, and Twitter. The purpose of the sites is to facilitate communication between the college and internal and external publics, including but not limited to current students, alumni, prospective students, faculty members, staff, board members, donors, partners, and affiliates. Commentaries and opinions from internal and external publics are welcome, however, they are strictly those of the authors and do not represent an endorsement or approval by the College.

Baltimore City Community College's faculty and staff are encouraged to use Online Social Networking Media to:

1. Enhance instruction;
2. Inform the community about College activities, accomplishments, developments, and rewards;
3. Build online communities of interests;

4. Share thoughts, ideas, and experiences through discussions, postings, photos, and videos; and
5. Market the college's programs to expand its student-base.

Prohibited Content:

Members of the public are expected to act with honesty, integrity, and respect for the rights, privileges, privacy, and property of others. Therefore, internal and external publics are required to comply with BCCC's Social Networking Policy and the procedures outlined in this document. A failure to comply with these requirements shall result in disciplinary action. Fans will be banned for repeated use of **prohibited types of content**, including but not limited to:

- Derogatory language or threats to an individual or third party;
- Vulgar, racist, sexist, or violent comments;
- Inappropriate or incriminating images such as hazing, illegal drug use, sexual harassment, pornography, stalking, vandalism, or any other inappropriate behaviors;
- Content that violates state or federal laws such as copyright infringement, identity theft, child pornography, or delivery of harmful materials to minors;
- Online gambling;
- Partisan political activity;
- Personal relationships unrelated to college business;
- Private information published without consent; and
- Commercials, soliciting for personal gain or spam.

Official College Social Networking Web Site Page(s):

The Institutional Advancement, Marketing and Research Department will be responsible for creating the official BCCC site page on Facebook. The Public Relations Writer-Editor is the designated person for monitoring the official College site page(s). S/he is considered the Main Page Administrator (ONLY for the official College site page) and will be responsible for updating information and removing inappropriate comments/posts, or erroneous information daily.

The Director of Publications is the designated person for logging-in/tracking all social networking site pages. S/he may initially review site pages (once created) for consistency and compliance with BCCC's Style Guide policy.

Approval for Departmental Social Networking Site Page(s):

Department Head

A department may request approval to have a social networking site page on Facebook. The department head must perform the following tasks:

1. Complete the electronic *Social Networking Site Page Approval Form*.
2. Obtain approval from the vice president who must sign the form.
3. Submit the completed form with the vice president's signature to the Director of Publications.

Director of Publications

The Director of Publications upon receiving the completed *Social Networking Site Page Approval Form* must perform the following tasks:

1. Log the form in the computer system (If the form was hand delivered, it should be scanned and saved in a folder on the College's network. If the form was sent electronically, it should be saved in the appropriate network folder).
2. Send an email notification to the *Page Administrators* – main and alternate, indicating that they would be required to attend a training session regarding the type of materials that are acceptable/unacceptable for a site page. The session must be conducted prior to creating a site page.
3. Send a confirmation via email to the page administrators, including the date, time, and location of the training session.
4. Send an email with the link or the location to the style guide template for creating social networking site pages (*to be added to the style guide templates located on the Intranet*).

Social Networking Web Site Page Creation:

Each departmental site page must have at least two designated Page Administrators –a **Main Page Administrator** and an **Alternate Page Administrator** who shall be responsible for updating the content, monitoring comments/posts, and removing inappropriate comments/posts on a daily basis. The alternate page administrator will serve as a backup when the main page administrator is not available (out of office). Therefore, the main page administrator is responsible to notify the alternate page administrator when he/she is not going to be in the office. The **main page administrator** is responsible for creating the departmental site page. The site page should include the following:

1. The College's logo and Web address (active hyperlink back to college's Web site) should be positioned to the upper left-hand corner of the page.
2. This disclaimer positioned below the logo –*"Baltimore City Community College administrators reserve the right to alter or remove the content at its discretion, without notice, for any reason whatsoever."*
3. An information section including the College's physical address, a phone number, and a link to BCCC's admission page should be positioned below the statement section.
4. The disclaimers listed on page 5 of this document.

Page Administrators:

The **Main Page Administrator** shall add the **Alternate Page Administrator** to the "admins" group on Facebook to help manage the site page in his/her absence. All administrators should have the technical ability to use social networking sites, as well as, be able to perform administrative functions on these site pages. Each administrator will need to setup their own account on Facebook using their BCCC email address. All administrators have the same level of access.

Password(s)

All page administrators for the social networking site page(s) are required to give their login information –email address and password to the Chief Information Technology Officer (CITO) in a sealed envelope to be placed in the safe. The page administrators should change their passwords once every 90 days.

The CITO should test the login information once every 90 days to ensure that the information is valid. If the information is no longer valid, the CITO recommends an immediate password change from the administrator and retests the login information. The updated login information is placed in a sealed envelope and put in the safe, once again. The CITO sends an *Incident Response Report* via email to the vice president notifying her/him of the issue and the action(s) taken to reconcile same. In the event that a page administrator leaves the college, the vice president assigns a new page administrator and the account information is updated.

A Page Administrator must:

- Be a college employee authorized by their vice president to manage a social networking sites to conduct college-related business.
- Attend a training session on social networking etiquette conducted by the Director of Publications.

- Obtain departmental approval to post email addresses or telephone numbers of faculty and staff or official department information, resources, calendars, and events.
- Agree to check their page(s) at least twice a day during the week.
- Be responsible for removing comments posted to their fan pages that are considered inappropriate, inflammatory, or damaging to BCCC or individuals. (Refer to **Prohibited Content**, page 2 of this document).
- Change the password on the account once every 90 days. Give updated information to the CITO in a sealed envelope.
- Be responsible for the content on social networking site pages. External parties may take legal action against employees for postings. BCCC will not indemnify an employee for information written on social networking sites under a college or personal e-mail account.
- Not use material protected by copyright on BCCC's social networking site pages.
- Track fans that repeatedly use prohibited types of content; impose sanctions as defined under **Prohibited Content**, page 2.

Disclaimers:

Baltimore City Community College's Social Networking Site Pages will include the following disclaimers:

- **User-generated Content and Disclaimer**

Baltimore City Community College does not accept responsibility or liability for content generated by users such as data and images, including but not limited to text, messages, music, software, sound, photographs, or any other materials publicly posted on this page or target sites linked from this page. Users agree that content submitted, posted, transmitted, or shared with the public will not infringe upon the rights of any third party, including but not limited to copyright, trademark, privacy; or contain defamatory or discriminatory or otherwise unlawful material.

- **Inappropriate Content**

Individuals who think that this page includes inappropriate content should report it to the Main Page Administrator, whose email should be included on the site.

Safety Tips for Social Networking

There are some advisory lessons that have emerged from participating in online communities. Therefore, administrators and internal and external publics should be aware of the following:

- Be familiar with privacy options on social networking sites, e-mail, blogs, etc., and set appropriate privacy guards for your personal comfort level. Note that even the highest privacy settings are not 100% protected.
- Information posted on the Internet is public information. Any information –text, photos, music, etc. –posted online is no longer within your control, even if you limit access to your site.
- Information found on social networking sites may be used by others world-wide.
- Information you post online may continue to stay on the Internet even after you remove or delete that information from pages.
- By agreeing to the terms of use, online communities have your permission to republish your content globally and share information with advertisers, third party entities, law enforcement agencies, and others.
- The equipment you use to access social networking sites have spyware and anti-virus protection installed. The most recent definitions files have been updated.

Proposed Implementation Date: Upon Board Approval

Approved by Board of Trustees: April 27, 2010

Originator/Division: Computer Information Technology Services