UNIVERSITY OF HAWAI`I
COMMUNITY COLLEGES POLICY

UHCCP #2.211 Social Media Site and/or Account Use and Management

May 2011

I.   Purpose

This policy is intended to ensure that any and all social media interactions on behalf of the University of Hawai'i Community Colleges (UHCC) represent the community college's best interests and to assist college employees in effective online communication.

This policy shall apply to all community colleges and offices within the University of Hawai'i Community College system, hereinafter called the College.

The policy is designed to help employees leverage the power of social media and provide guidelines and "best practices" when posting material online. Employees and students are subject to the same laws, professional expectations, and guidelines when interacting online as in-person interactions with students, parents, alumni, donors and the media. These guidelines are broad in nature. Social media technology is evolving and no policy or procedure can address all the particular situations and circumstances that may arise.

This Social Media Policy only applies to social media accounts created to represent College groups, departments, programs, entities, etc., and does not apply to private individual accounts.

II.   Related University Policies

   A. [University of Hawai'i Executive Policy E2.210, Use and Management of Information Technology Resources](#)

   B. [University of Hawai'i System Executive Policy E2.213 System and Campus-Wide Electronic Channels for Communicating with Students](#)

III.   Definitions

Marketing Office - The Marketing Office is defined as the College's designated administrative office that is responsible for the coordination and implementation of marketing and communications activities.

Social Media - Social media is any form of online publication or presence that allows end users to engage in multi-directional conversations in or around the content on the website.

Social Media Platform - Social media platform is a type of software or technology that enables users to build, integrate or facilitate community, interaction and user-generated content. These platforms provide users the ability and tools to create and publish their own mini websites or webpages.

Social Network - A social network is a website, or network of websites, specifically established to allow end users to communicate directly with each other on topics of mutual interest. These social networks have three (3) defining characteristics:

   A. Majority of content is user generated;
   B. High degree of participation/interaction between users; and
   C. Easily integrates with other sites

By this definition then, social media networks include but are not limited to items such as blogs (e.g., Blogger, WordPress, Typepad), social networking (e.g., Facebook, LinkedIn), social bookmarking (Delicious, Stumble Upon) news sharing (e.g., Digg, Yahoo!, Buzz) and photo and video sharing sites (e.g., Flickr, Vimio and YouTube).

IV.   **Responsibilities**

   A. The social media sites that represent the College must:

      1. Abide by UH Executive Policy E2.210, Use and Management of Information Technology Resources. Included in the policy is information on Responsible Use, Confidentiality, Copyright, Private Gain, and Privacy of Student Information.

      2. Follow the "Social Media General Guidelines and Procedures" (Attachment 1) for setting up and maintaining the online account.

      3. Submit a "Social Media Brief" (Attachment 2) and be registered with the College Marketing Office.

      4. Have at least one College faculty or staff member as an administrator at all times. College employees who are account administrators are held responsible for managing and monitoring content of their officially recognized accounts. Administrators are responsible to remove content that may violate any of the College's and University's Policies.

      5. Provide administrative access to all sites representing the College to the Marketing Office. An individual, designated by the Marketing Office will be added as an administrator or provided administrative login information.

This is required for several important reasons: if an employee leaves or relocates to another office, the administration of the site can be maintained. It also provides a back-up administration account manager. Content will not be censored; however, it will be monitored to ensure guidelines and policies are followed. This practice also allows the College to communicate efficiently during an emergency.

6. Work with the Marketing Office on the images, color palette and naming conventions for all online sites.

B. The Marketing Office will designate an individual to serve as its social media coordinator authorized to be added as an administrator or provided administrative login information for all College social media accounts

C. The Marketing Office will make the final decision in any situation regarding the use of social media and ensure the pages are set up properly according to social media sites' policies.

D. The Marketing Office reserves the right to enforce this policy by removing links to third-party web sites and/or recommending the site creator remove or change the site content as needed.

E. The Marketing Office, in consultation with Administration, will resolve any concerns and conflicts regarding social media.

F. For instructional use of social media sites, faculty do not need to use the official presence on various social media sites and can use these tools freely to support teaching and learning activities.

G. Official Student Clubs and Organizations (i.e., chartered student organizations and registered independent organizations as provided in, and in conformity with Section 7-2 and Section 7-3 of the Board of Regents policies) may create an official social media presence in consultation with the respective organization's advisor. These social media sites shall also be registered through the Marketing Office. Use of images, pictures/graphics and posted content must clearly relate to the particular group or activity to avoid confusion with institution-moderated sites. Guidelines (Attachment A) and naming conventions delineated in the Social Media Policy and Guidelines must be followed.

SOCIAL MEDIA GENERAL GUIDELINES AND PROCEDURES

General Guidelines
The keys to success in social media are being honest and thoughtful before you post and respecting the purpose of the community in which you are posting.

Content
By posting content to any social media site, you agree that you own or otherwise control all of the rights to that content, that your use of the content is protected fair use, that you will not knowingly provide misleading or false information, and that you hold the College harmless for any claims resulting from the content.

You may not post any content that is threatening, obscene, a violation of intellectual property rights or privacy laws, or otherwise injurious or illegal. The College has the right to remove any content for any reason, including but not limited to, content described above.

Know the terms of service of your social media platform:
Be sure to understand and follow the terms of service of any social media platform you use.

Be accurate.
Make sure that you have all the facts before you post. It's better to verify information with a source first than to have to post a correction or retraction later. If you make an error, correct it quickly and visibly.

Be transparent.
Never hide your identity for the purpose of promoting the College through social media.

Respect others' privacy.
Do not to post private information concerning others such as an email from a colleague or contact information. Exercise good "netiquette."

Consider the intended audience when posting. College sites are frequented by prospective students, alumni, friends, and other interested parties. The College encourages thoughtful social media interaction and does not seek to censor contributions to these sites. However, profanity, racist, sexist, or derogatory remarks, content that incites hate or encourages unethical or illegal activities, comments on litigation involving the College, spam and off-topic remarks may be removed and the user could be banned from further participation on the site.

Be relevant and authentic.

Be thoughtful, accurate, relevant and respectful on College sites. Social networks are successful when members contribute "authentic" content.

Link to other College material.

Posts on College sites should be brief, redirecting a visitor to content that resides on the College website when applicable.

Think before you post.

There's no such thing as a "private" social media site. Search engines can turn up posts years after the publication date. Comments can be forwarded or copied. Archival systems save information even if you delete a post.

Maintain confidentiality.

Use good judgment about content and respect privacy laws. Do not post confidential or proprietary information about the College, its students, its alumni or your fellow employees. Follow college policies and federal requirements, such as FERPA. If you discuss a situation involving individuals on a social media site, be sure that they cannot be identified. As a guideline, don't post anything that you would not present at a conference.

ATTACHMENT 2

SOCIAL MEDIA BRIEF

SOCIAL MEDIA PROJECT:

ACCOUNT ADMINISTRATOR:

Purpose
Why are you establishing a social media presence?

Objectives/Goals
What do you plan to achieve with this social medium?
(Inform? Encourage dialogue? Share information? What kind of information?)

Target Audience
Who will be reading and commenting on your social media? Who are you trying to engage?

Execution and Maintenance
Who will establish the social media site? (Please provide full names with contact information, such as email address and telephone number.)

Who will be the administrator and maintain the site? (List all account administrators, one of whom must be a College faculty or staff member. Provide full name and contact information.)

How often do you plan to update it?

How will you make connection to the College's web site?