

Western Nevada College

Social Media Guidelines

Western Nevada College (WNC) recognizes that social media sites, Facebook, Twitter, YouTube, and many others, offer alternative ways to reach and communicate students. The responsible use of social media strengthens the college's reputation within the community and expands public awareness of WNC's varied educational members of the college community to build stronger professional relationships with students, community members, industry experts, business partners and commu

The absence of, or lack of explicit reference to, a specific site does not limit the extent of the application of these policies and procedures. Where no guidelines seem Information and Marketing Services. The social media environment is continually changing; therefore, questions regarding social media or site developer obligation: and Marketing Services. Certain issues may be referred to legal counsel, human resources, or other departments depending on the nature of the concern.

Section 1: Content

1. Social media site content must not replicate information that is available on the college Web page hosted at www.wnc.edu. WNC does not allow the materi departmental pages (including but not limited to text, graphic and photographic content) to be copied verbatim for use on social media sites. All official WN www.wnc.edu and are created using established guidelines.
2. Use of the WNC name and/or logo must adhere to all WNC style guidelines.

The WNC Webmaster, Information and Marketing Services and/or proper enforcement authority reserve the right to enforce this policy by removing links to social creator remove or change the site content as directed.

Section 2: Social Media Sites/Accounts used for a WNC capacity:

1. Notify Information and Marketing Services before developing a new social media site.
2. Assign administrative rights to more than one contact at WNC after the creation of the site.
3. Social media site developers and administrators are expected to know and follow the **WNC Computing Services policies, Web Site policies, and**
4. All social media sites must comply with all WNC policies, including but not limited to **FERPA, copyrighted materials, and Affirmative Action/Equ:** information that violates these policies is prohibited.
5. Site developers and administrators are expected to: act with fairness, respect, honesty and integrity; respect the privacy and feelings of others; maintain d with the opinions of others; and post information that is creditable and can be validated.
6. Refer press/media inquiries to Information and Marketing Services.

Section 3: Social media sites/accounts used in a personal capacity:

1. The focus of any social media account may contain personal information about faculty and students, such as posting personal blogs, personal information, t etc. Because this information is personal in nature, WNC does not provide technical support in the creation of these websites.
2. No personal site should be created that could be perceived as an official WNC site.

Personal blogs and social media sites should have clear disclaimers that the views expressed by the author in the blog are the author's alone and do not necessarily r

1. Information published on a personal blog or social media site should comply with WNC's confidentiality, disclosure of proprietary data and **FERPA** policie posted on other blogs, forums and social networking sites.
2. Do not reference or cite WNC faculty, staff, students, alumni or donors without their express consent. Contact Information and Marketing Services for con
3. Respect copyright laws, and reference or cite sources appropriately.
4. Adhere to the **WNC graphic identity** guidelines. WNC logos may not be used without the consent of Information and Marketing Services.