



**Title: Social Media Policy**

**Effective Date: 9/15/2023**

**Last Revision Date:**

**Office: Public Relations & Communications**

## **Social Media Policy**

### **PURPOSE**

Northshore Technical Community (NTCC) encourages the use of social media to connect with others, including students, employees, alumni, and the surrounding communities. Social media sites are excellent venues to communicate and encourage engaging discussions about NTCC current events, issues, accolades, organizations, and people. The following policies outline the duties and responsibilities of those engaging the public on behalf of Northshore Technical Community College.

### **SCOPE**

This policy applies to the use of all social media by Northshore Technical Community College and its faculty, staff, and students.

### **APPLICATION**

This policy applies to all social media platforms, apps, and websites, including but not limited to:

- Facebook
- Twitter
- Instagram
- YouTube
- LinkedIn
- TikTok
- Google Plus

### **POLICY**

The goal is to provide coordination and assistance to all Northshore Technical Community College official social media platforms, and to avoid duplication and confusion regarding certain social media services which operate with a single master account.

- a. Facebook: A second “editor” is required to serve as administrator should the primary administrator be unavailable or has taken leave. NTCC has the right to remove inappropriate, demeaning,



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insulting or threatening messages on official pages, both in comments and in posts. Additionally, official pages initiated must be maintained with content that meets the quality standards established by NTCC. Standards include:

To be effective, social media often requires more frequent updating than traditional websites. Social media posts should be made at minimum, one post per NTCC operation day.

- A link to the main NTCC page must be included in the “About” section.
  - A minimum of 250 followers must be accrued within the first month of creation. For existing pages, a minimum of 600 followers must exist to continue operation.
  - Analytic reports should be submitted to the SI & Public Relations Manager monthly.
  - All accounts that are created must tag the official (Northshore Technical Community College) Facebook page when making posts, events, etc.
- b. Campuses/departments that are requesting social media pages or accounts that will represent Northshore Technical Community College (NTCC) must adhere to all branding standards as outlined in the NTCC Brand Policy, including but not limited to NTCC logo and school colors. Requests for new social media pages or accounts should be sent to the SI & Public Relations Manager (email [pr@northshorecollege.edu](mailto:pr@northshorecollege.edu) or submit an IT helpdesk ticket at <https://helpdesk.northshorecollege.edu/secure/Dashboard.jspa>) to register their accounts and pages.
- c. All social media accounts using the NTCC or College name shall be properly reviewed and approved by the appropriate Appointing Authority. For example, all NTCC social media accounts must be approved by the SI & Public Relations Manager, Vice Chancellor of Strategic Initiatives, and Chancellor of Northshore Technical Community prior to being established.
- d. All Official NTCC Social Media Sites must adhere to state and federal laws and regulations, and NTCC policies. Only public information may be posted on Official NTCC Social Media Sites. Official NTCC Social Media Sites must not contain sensitive personal information or other confidential information as defined by the Family Educational Rights and Privacy Act (FERPA), Health Insurance Portability and Accountability Act (HIPAA), as applicable.
- e. All Official NTCC Social Media Sites must provide administration access to the SI & Public Relations Manager and the IT Director. The SI & Public Relations Manager and IT Director will not edit, update, and post on other administrators’ sites, but are there to assist in monitoring content, standards, usage, and technical issues that may arise.
- f. NTCC is committed to fostering an educational environment that allows for freedoms of speech and expression in accordance with the First Amendment to the U.S. Constitution. However, NTCC will not tolerate any activity or posting on an Official NTCC Social Media Site that loses First



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Amendment protection such as any unlawful, defamatory, or obscene (as defined by Louisiana and federal law) activity or posting. NTCC reserves the right to remove any such posting without notice. NTCC also reserves the right to refer social media activity to the applicable social media platform and/or appropriate authorities for appropriate action.

- g. All Official NTCC Social Media Sites must respect intellectual property rights, federal Copyright law and NTCC policies.
- h. Each NTCC social media account shall include an introductory statement that clearly and permanently identifies the purpose of the site and should link back to the NTCC or College website.
- i. Each NTCC social media account shall indicate who maintains the site along with contact information.

### PROCEDURES

- a. For any Official NTCC Social Media Site, the social media icon and/or profile image must comply with any applicable NTCC branding standards. The social media icon and/or profile image can be a photograph related to the administrator's entity, an approved logo for that entity, or another appropriately branded image. All images should be 72 dpi resolution for web.
- b. Content for NTCC social media (does not include photo policies)
- c. Administrators of the site, when in need of requesting authorization to hide or delete any material in violation of this policy, or to block a user from a site, should notify the SI & Public Relations Manager and/or the IT Director.
- d. Administrators of an Official NTCC Social Media Site should not engage in personal activity under the guise of any Official NTCC Social Media Site.
- e. Only public information may be posted on Official NTCC Social Media Sites. Official NTCC Social Media Sites should not be used for the communication of business transactions, including credit card or payment information, educational records protected by FERPA, medical records protected by HIPAA, or any other confidential information.
- f. Social media content on an Official NTCC Social Media Site may sometimes include photographs, audio or video. Site administrators are responsible for ensuring that social media content posted on the site is not infringing on the intellectual property rights of others. Intellectual property rights of content shared by the public will be governed by federal copyright law, the terms of service of the social media provider, and/or NTCC policies.



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- g. Administrators are encouraged to link to source material whenever possible. This activity will reduce the spread of misinformation and drive traffic.
- h. Administrators of NTCC Social Media Sites should adhere to the policies for the social media platforms in which they are participating. These policies are constantly changing, and it is the administrator's duty to stay up to date.
- i. NTCC reserves the right to remove any content that violates these policies/procedures.

### **SOCIAL MEDIA PICTURES**

If the administrator intends to publish a student photo on the site, in which the student can be recognized, then a signed photo release form from the student is needed OR evidence of Photo Media and Liability signage from an event must be sent to the SI & Public Relations Manager.

When posting non-student photos, it is recommended that the administrator obtain written permission. This written permission can be accomplished in an email or with the official NTCC photo release form or evidence of Photo Media and Liability signage from an event must be sent to the SI & Public Relations Manager.

Administrators will not share any restricted-use photos.

- The job posting must be added to Simplicity prior to posting.

### **SOCIAL MEDIA EMERGENCY OR CRISIS SITUATION**

DO NOT POST INFORMATION TO YOUR INDIVIDUAL FEEDS WITHOUT APPROVAL FROM THE NTCC'S OFFICIAL COMMUNICATION SOURCES. If an event is unfolding on a campus, refer all traffic to the IT Alert system, the NTCC's main website and official social media feeds. When you repost information from official NTCC sources during these times, be sure to carefully copy the information and all links back to the official NTCC source. NEVER SPECULATE or report unconfirmed information in a crisis. If you see erroneous information in a crisis, contact members of NTCC's Division of Strategic Initiatives immediately and forward links to the errors.

### **DEFINITIONS**

Social Media: forms of electronic communication (such as websites for social networking and microblogging) through which users create online communities to share information, ideas, personal messages, and other content (such as pictures and video). Examples include, but are not limited to: Facebook, Twitter, Google Plus, Flickr, Pinterest, Tumblr, Instagram, LinkedIn, YouTube, WordPress, and other similar services.



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**Official NTCC Social Media Site:** an account that was created for the purpose of officially representing and/or promoting the College's brand, departments, programs, and activities that is maintained by current employees – faculty and staff—who are authorized to message on official college social media accounts. Any other social media site, such as a student organization site, or an employee's personal social media site, is NOT subject to this policy.

**Copyright:** A form of intellectual property law protecting original works of authorship including literary, dramatic, musical, and artistic works. A copyright does not protect facts, ideas, systems, or methods of operation – only the way these objects may be expressed.

### **OFFICIAL DIRECTORY**

A directory of official social media accounts will be maintained by the SI & Public Relations Manager and NTCC IT Director. Official social media accounts are required to be included on the official directory and can be requested at.

All accounts listed in the official directory, and the content therein, belong to the College, not the departments, individual(s) serving as the administrator(s), or the individual(s) posting materials and messages.

### **POLICY VIOLATIONS**

Messaging on official social media accounts is considered official representation of the College and is therefore subject to the Codes of Ethics and Conduct set forth in Faculty, Staff, and Student Handbooks. Failure to comply with this policy may result in disciplinary action, subject to normal College procedures as described in the appropriate student, faculty or employee handbooks and other documents.

### **REVIEW AND RESPONSIBILITY**

The Office of Public Relations & Communications will review the policy every three years on or before September 1.



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*Review Process:*

<b>X</b>	<b>Reviewing Entity</b>	<b>Review Date</b>	<b>Effective Date</b>
X	NTCC Chancellor/Appointing Authority	9/15/2023	9/15/2023
X	College Leadership Committee	9/15/2023	9/15/2023

*Distribution:*

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