



CARL SANDBURG COLLEGE™

CARL SANDBURG COLLEGE SOCIAL MEDIA PROCEDURE

INTRODUCTION

Social media has allowed for Carl Sandburg College to showcase its wonderful students, employees and alumni through various channels. It's a form of communication that allows us to directly interact with our current and prospective students, their families, local communities and stakeholders. As powerful of a vehicle this is, there are safeguards that need to be put into place to allow for the best overall experiences when using a social media platform. These best practices and guidelines are designed to aid anyone whether posting as an individual or on behalf of the College.

Sandburg recognized and utilized social media accounts include, but are not limited to: Facebook, Twitter, YouTube, Instagram, LinkedIn, Blogger, Google+, Pinterest and Flickr.

Whether personal, professional or in an institutional role, employees are strongly encouraged to follow the same behavior standards online as they would in real life. The same professionalism, conduct, policies, procedures and guidelines for interacting with students, parents, alumni, donors, media, and other Sandburg constituents should also apply online.

Procedures for Social Media Sites

- **Protect confidential and proprietary information:** Do not post this type of information about Sandburg, students, employees, or alumni. Employees must continue to follow the applicable federal requirements such as FERPA and HIPA when online. Adhere to all existing and/or forthcoming Sandburg privacy and confidentiality policies.
- **Respect copyright and fair use:** When posting, be mindful of the copyright and intellectual property rights of others and of the university.
- **Don't use Sandburg logos for endorsements:** Do not use Carl Sandburg College (including Chargers athletics) logos or imagery on personal social media sites. Do not use the College name, logos or imagery to promote a product, cause, or political party or candidate.
- **Respect university time and property:** Refer to [Regulation 2.17.3 - Use of Web 2.0](#).
- **Terms of service:** Follow the Terms of Service (TOS) of any social media platform you occupy. Depending on the channel, that provider may delete your account for failure to comply. In most cases the TOS may be accessed at the bottom of the social media home landing page.

Best Practices

This section applies to those posting on behalf of Sandburg, though the guidelines may be helpful for anyone posting on any social media site in any capacity.

- **Think twice before posting:** Privacy does not exist in the world of social media. Regardless of privacy settings, others may share your post, and ultimately it's out there in cyber space. Consider what could happen if a post becomes widely known and how that may reflect both on the original poster and the College. If you wouldn't say it at a conference, to a member of the media, or at the dinner table, then you probably should not post it. If you are unsure about posting something or need assistance in responding to an online comment or inquiry, contact Bill Gaither, Coordinator of Multimedia, at 309.341.5392 or bgaither@sandburg.edu.
- **Strive for accuracy:** Get the facts straight before posting them on social media. Review content for grammatical and spelling errors. This is especially important if posting on behalf of the university in any capacity. Not all social media channels allow you to edit, and particularly regarding posting on behalf of the college, we try to avoid deleting posts.
- **Be respectful:** Understand that content contributed to a social media site could encourage comments or discussion of opposing ideas. Responses should be considered carefully in light of how they would reflect on the poster and/or the university and its institutional voice.
- **Remember your audience:** Be aware that a presence in the social media world is or easily can be made available to the public at large. This includes prospective students, current students, current employers and colleagues, and peers. Consider this before publishing to ensure the post will not alienate, harm, or provoke any of these groups.
- **On personal sites,** identify your views as your own. If you identify yourself as a Sandburg faculty or staff member online, it should be clear that the views expressed are not necessarily those of the institution.

Institutional Social Media

If you post on behalf of Sandburg, the following policies must be adhered to in addition to all procedures and best practices listed above:

- **Notify the college:** Departments or Sandburg units that have an existing social media page or would like to start one should contact Bill Gaither, Coordinator of Multimedia, at 309.341.5392 or bgaither@sandburg.edu to ensure all College social media sites coordinate with other Sandburg sites and their content. All Sandburg pages must have a dedicated employee who is identified as being responsible for content and responsiveness as an administrator or having the ability to access the account. This includes regularly posting and monitoring the page and responding to comments and questions in a timely manner.
- **Acknowledge who you are:** If you are representing Sandburg when posting on a social media platform, acknowledge this – transparency is key. If replying to a question or

comment and the need for a personal touch “customer care” situation exists, make the post and add your initials to convey a human element.

- **Have a plan and strategy:** Social media managers should consider their messages, audiences, and goals, as well as a strategy for keeping information on social media sites up-to-date. If you need assistance with this please contact Bill Gaither, Coordinator of Multimedia, at 309.341.5392 or bgaither@sandburg.edu.

- **Link back to Sandburg:** Whenever possible link back to the Sandburg.edu. Posts should be brief and re/direct a visitor to content that resides within Sandburg.edu or supporting social media pages. When linking to a news article about Sandburg, check first to see whether you can link to a news release on Sandburg.edu instead of to an external media site.
- **Protect the College voice:** Posts on social media sites should protect the Sandburg’s institutional voice by remaining professional in tone, taste and integrity.

We appreciate your support in adhering to these best practices and procedures. Following information in this document will ultimately allow for a better user experience as both a poster and as a subscriber. Questions regarding any of the previously stated as well as overall efforts or concerns should be directed to Bill Gaither, Coordinator of Multimedia, at 309.341.5392 or bgaither@sandburg.edu.