



SOCIAL MEDIA EXPECTATIONS AND GUIDELINES

INTRODUCTION

Lake Land College's goal in using social media is to enhance communication and foster an online community for various Lake Land constituents reflecting the brand, vision and values of the College. Although these platforms are oftentimes outside the direct control of the institution, Lake Land College maintains an interest in how the College is portrayed on all social media platforms. These guidelines aim to establish standards for employees and students.

DEFINITION

For the purpose of these guidelines, social media is defined as media based on the use of web and mobile technologies that allow for user-generated exchanges of information. Social media includes but is not limited to social networking sites, collaborative projects such as wikis, blogs and micro-blogs, content communities, virtual game worlds, and virtual communities. Examples include but are not limited to LinkedIn, Twitter, Instagram, Facebook, Snapchat and YouTube.

I. LAKE LAND COLLEGE SITES AND ACCOUNTS

Lake Land College's presence on social media is managed and monitored by Marketing & Public Relations (MPR). MPR is charged with ensuring that all Lake Land College social media sites are branded correctly, in both graphics and written voice according to the Branding, Graphics and Editorial Standards. All employees and/or students responsible for a College social media site or account will adhere to the following guidelines.

- A. All sites/accounts created on behalf of the College will have a College employee and a MPR staff member as site administrators. Specific guidelines and expectations regarding frequency of posts, copyright information, FERPA guidelines and engagement practices will be discussed with anyone creating a new site or account on behalf of Lake Land College.
- B. All Lake Land College social media sites/accounts will include the following disclaimer:

Lake Land College welcomes visitor comments at all times. Please know that in general, the College will respond to questions or comments Monday through Friday from 8 a.m. to 5 p.m. Please note in the summer, the College is open Monday through Thursday only.

Lake Land College reserves the right to delete unacceptable content for any reason without notice. While not all-inclusive, the following are examples of unacceptable social networking content or comments: profane or obscene

language or content; content that promotes, fosters, or perpetuates discrimination on the basis of any protected category (e.g., race, age, religion, gender, national origin, disability, etc.); solicitations of commerce; infringement on copyrights or trademarks; and confidential or non-public information.

II. CREATING A SOCIAL MEDIA SITE OR ACCOUNT

Creating and maintaining a successful College-affiliated social media account/site is a commitment. While a new account/site may be the right solution to one employee's or student's objective, distributing messages on existing College-affiliated social media accounts/sites may be the best for another.

Employees/College Departments

If an employee is interested in creating and maintaining a College-affiliated social media account/site, he or she should contact MPR. MPR will then meet with the employee to determine the best vehicle for reaching the stated objective and goals, and to review expectations and tips for ongoing success.

Advisors to Student Organizations

Faculty and staff who advise or work with student organizations that seek to create a new social media account/site must first meet with a student representative of the group and MPR. If the student will be maintaining the account/site, the advisor is responsible for ensuring the student follows the expectations set forth in these guidelines. The advisor is also responsible for monitoring the content of the social media account/site, for removing accounts/sites that are no longer relevant or outdated and for working with the student to create a transition plan from year to year.

III. EXPECTATIONS FOR SITE/ ACCOUNT ADMINISTRATORS

MPR will work with site administrators to ensure all Lake Land College accounts/sites follow the College's branding standards, include the College disclaimer, and have both a College employee and an MPR staff member set as site administrators.

Settings

All Lake Land College-affiliated accounts/sites should be set to the strongest setting available for profanity filters. Site/account administrators should continuously monitor engagement because even the strictest settings will not protect the account/site from offensive content.

Content

Creation of account/site content is the responsibility of the account/site administrator. Care must be taken that content and information released to the public over social media is accurate and adheres to applicable law (including, but not limited to, copyright,

trademark and defamation laws, FERPA, and HIPAA), as well Lake Land College Board Policies, rules and regulations.

It is important to remember and respect the privacy of others when using social media in the context of the educational setting. You should not post photographs, music, videos, quotes or recorded statements of specific individuals on Lake Land College social media accounts/sites, without that person's knowledge. If an individual objects, the content should not be posted.

Monitoring Engagement

Day-to-day oversight of individual College-affiliated social media accounts/sites is the responsibility of the account/site administrator. MPR regularly monitors College-affiliated social media accounts/sites and will assist employees with responses to questionable content and provide suggestions for improvement.

IV. RESPONDING TO QUESTIONABLE CONTENT

Lake Land College uses social media to present content that informs and invites discussion and engagement. A goal of all interactions is to create a positive impression of the College.

As the site administrator, if you see questionable content, you must contact MPR to discuss and develop a plan for response or action as soon as you become aware of such content.

Questionable content may include posts that contain errors, are obscene, defamatory or offensive, contain threats of violence, abuse, spam or advertising, or contain messages that are unrelated to the intent of Lake Land College's sites. Such content is subject to removal.

Posts of students, employees, alumni or businesses that promote personal services, products or organizations that are unrelated to Lake Land College will be removed from all College-affiliated accounts/sites.

To the extent feasible, MPR will make an effort to keep a record of any content the College removes from College-affiliated accounts/sites. This does not include content which automatically expires or purges based on a site's design.

V. SHARING LAKE LAND COLLEGE NEWS ON PERSONAL SOCIAL MEDIA ACCOUNTS/SITES

Sharing College news through social media is an excellent way to engage our College community, enhance our College brand and reach a broader audience. It is best to use

the platform's option for sharing when you see a Lake Land College post that you would like to include on your personal site.

What to Share

Information/news that has been officially posted on the College's website as a news story or posted on the official Lake Land College social media site can always be "shared" on personal social media sites.

The best way to share College news on your personal site is to use the platform's option for sharing the College's original social media post.

Limit responses to questions or engagement by referring the person to an office via phone, email or website URL. For example:

- Laker Visit Day – Direct questions to Admissions & Records
- Cardinal Caravan –Direct questions to Athletics
- Job Postings – Direct questions to Human Resources

Generally, employees should not share internal Lake Land College communication sent to employees.

VI. EMPLOYEE GUIDANCE FOR PERSONAL PARTICIPATION IN SOCIAL NETWORKING

Employees should remember that their social media activity may be viewed by colleagues, students, alumni and community members. It is the choice of the Lake Land College employee to link his/her personal social site to any official Lake Land College social media platform or to self-identify as a Lake Land College employee. If an employee chooses to link personal accounts/sites to official Lake Land College social media or to self-identify in social media as a Lake Land College employee, he/she needs to be clear that he/she is sharing personal views as a private citizen, not as an official representative of Lake Land College. If linking personal accounts/sites with official Lake Land College social media, employees should be respectful and cognizant of how their online behavior reflects on the institution. Employees are advised against perpetuating negative media through official Lake Land College social media accounts/sites and should refrain from making negative comments about Lake Land College students.