![El Paso Community College logo]

EL PASO COMMUNITY COLLEGE PROCEDURE

For information, contact Institutional
Effectiveness: (915) 831-6740

CR-3	**Social Media**	**APPROVED**: April 9, 2013	**REVISED**: April 2, 2024

Year of last review: 2024

AUTHORIZING BOARD POLICY: CR

Classification: Institutional

Responsible Vice President or Associate Vice President: Associate Vice President of External Relations, Communications & Development

Designated Contact: Associate Vice President of External Relations, Communication & Development

OBJECTIVE: The purpose of this procedure is to manage the use of social media for the official business purposes of the College. Use of social media on behalf of or representing the College must be consistent with the mission and vision of the institution.

I.   Overview

Social media is the use of web-based technology to communicate in an interactive manner. Examples include but are not limited to Facebook, Twitter, YouTube, Instagram and blogs. Both in professional and institutional roles, employees must follow the same behavioral standards online as they would in face to face or in other professional interactions. The same laws, professional expectations, and guidelines for interacting with students, parents, alumni, donors, media, and other College constituents apply online. Employees are responsible for anything they post to EPCC affiliated social media sites or while representing EPCC.

II.   Use of Social Media Representing the College

DEFINITIONS

Social Media – Web-based technology used to communicate including, but not limited to:

- Blogs (web-based journals);
- Collaborative websites;
- Message Boards;
- Social networking sites (e.g., Facebook, Twitter, Instagram);
- Podcasts (multimedia distributed over the Internet);
- Video Sharing (e.g., YouTube).

A.   All social media use must be in compliance with all applicable Board Policies and College Procedures.

B.   Use of Facebook, Twitter, YouTube, or any other social media accounts for official College purposes will supplement traditional media relations and marketing efforts. EPCC's official social media sites will be maintained by the Marketing and Community Relations Department. The best way to share information on social media is to use EPCC's official social media sites.

1.   EPCC Marketing and Community Relations can post items for any College organization on official College social media that are relevant to the audience and appropriately reflect the mission and vision of the College.

2.   Requests to create events, share posts, etc. on official social media sites can be made to Marketing and Community Relations.

3.   Affiliated social media sites should only be created when the official sites do not reach the intended audience or purpose.

4.   Affiliated sites must be approved by Marketing and Community Relations. Affiliated sites will only be approved if official social media sites do not reach the intended audience or purpose.

C. Affiliated sites created for College use must be in support of EPCC's Mission and Vision are supporting sites and must be in compliance with the guidelines described below.

    1. Before setting up any social media accounts for College use, including but not limited to academic disciplines, College departments or student clubs, individuals must contact the Marketing and Community Relations Department for approval and guidance.

    2. The Marketing and Community Relations Department may deny requests for social media or remove social media if it is not used to enhance the College's image, doesn't support the College's Mission and Vision, or is not maintained in accordance with this procedure.

D. The following steps should be taken before creating an EPCC-affiliated social media account for a College entity:

    1. Review the need for the social media site. If the official College sites can be used, do not create an affiliated site.

    2. Consider the amount of time it takes to maintain a social media site, including having regular postings and responding to inquiries on the site. The College entity must have the staff resources to support the site. If this is not possible, an affiliated site should not be created.

    3. Deans, Directors and Cabinet members must be aware of, approve and monitor social media sites affiliated with their respective divisions.

    4. Identify a primary and secondary social media administrator for the affiliated site. The social media administrators must attend training provided by Marketing and Community Relations on the proper use of social media. All institutional pages must have a full-time appointed employee who is identified as being responsible for content and will be the social media administrator. Ideally, this should be the unit head of the department. Marketing and Community Relations must be notified of any changes to the social media administrator for any affiliated sites.

    5. Marketing and Community Relations will not maintain the social media site(s) for the entity but will be required to have administrative access. This access will be used only if necessary to protect the College's image or to manage an account that has been abandoned or is no longer in use.

    6. Request an application form to create an affiliated social media site and return the form to Marketing & Community Relations for consideration.

    7. The EPCC logo and name must be used in accordance with College Procedure and with the permission of Marketing and Community Relations on institutionally affiliated social media sites.

    8. It is the responsibility of the administrator of a social media account to monitor the site to ensure all content is accurate, appropriate, and properly reflects the image of the College. The social media administrator is responsible for maintaining the site on a regular basis. The administrator must also monitor posts and comments and respond in a timely manner to posts or inquiries. Questions about posting content or responding to a comment should be directed to a supervisor for input or contact the Marketing & Community Relations Department for guidance when necessary.

E. Posting on behalf of El Paso Community College is not a right; it can be rescinded at any time for not sharing accurate information or for being inconsistent with EPCC's Mission and Vision. Students and employees posting on EPCC affiliated sites must:

    1. Post information that is timely, accurate, appropriate, and relevant to a public audience.

    2. Recognize social media is a public forum and must positively reflect on the College and its institutional voice.

    3. Affiliated sites should follow, tag and share information posted on EPCC's official site whenever possible to ensure clear and consistent messaging.

F. Employees must protect confidentiality and proprietary information when using social media. Do not post confidential or proprietary information about EPCC, students, employees, or alumni. Follow the applicable

federal requirements, such as FERPA, HIPAA, NJCAA regulations, etc. Adhere to all applicable College privacy and confidentiality policies.

G.   Respect copyright and fair use. When posting, be mindful of the copyright and intellectual property rights of others and of the College. See College Procedure CT-1 *Intellectual Property* for further information.

H.   Media Interaction

Social media may generate interest from the press (print, television, radio, online). If you are contacted by a member of the media about an EPCC related posting, please contact the Marketing and Community Relations Department. See College Procedure GC-1 *District Spokesperson, News Releases and Media Inquiries*.

I.   Social media and use of technology must follow related College procedures. College computers and time on the job are reserved for College-related business as approved by supervisors and in accordance with College Procedures. See College Procedure CR-2 *Acceptable Use of Information Technology Resources.*

J.   Comply with the Terms of Service of any social media platform employed.

K.   Social media use must comply with all applicable State Law or regulation, including, but not limited to compliance with:

     a.   Executive Order No. GA-44, relating to addressing acts of antisemitism in institutions of higher education;

     b.   Section 51.9315(c)(2) of the Texas Education Code that provides that students should not participate in, and higher education institutions should not allow, expression that is unlawful or disrupts the operations of the institution.

L.   Violations of this procedure or inappropriate use of institutionally affiliated social media may lead to disciplinary action by the College.

III.   Employee Personal Use of Social Media

A.   Employees are encouraged to share EPCC and events that are a matter of public record, with their family and friends. We advise linking or sharing from the official EPCC source as the most effective way to pass along news on personal sites.

B.   If you identify yourself as an EPCC faculty or staff member online, it should be clear that the views expressed are your individual views not necessarily those of the College.

     1.   Do not use the EPCC logo on a personal site.

     2.   Do not use EPCC or the EPCC logo to promote or endorse any product, cause or political party or candidate.

C.   Make it clear that you are speaking for yourself and not on behalf of the College. A disclaimer, such as, "The views, opinions, conclusions and other information expressed on this Facebook page, are my own and not given or endorsed by El Paso Community College."

D.   Employees can be seen as an extension of the College and are encouraged to use social media professionally and responsibly.