


**8 - MISCELLANEOUS**

**805 ..... Web Publishing and Marketing**

**810 .....Employee Social Media Management**

	Chapter 8 – Miscellaneous
Administrative Policy	<b>WEB PUBLISHING and MARKETING POLICY 805</b>

## 805 Web Publishing and Marketing

The Lower Columbia College website provides access to accurate and timely information about LCC for campus and external audiences. The site provides online services for students and staff and also provides information about programs, courses, administrative services, support services, human resources, policies, personnel and college events.


The Office of College Relations & Marketing is responsible for overseeing the development and maintenance of the Lower Columbia College website designated as [lowercolumbia.edu](http://lowercolumbia.edu) and for LCC’s official presence in other locations on the Internet, including social networking, blogging, photo sharing, video sharing and calendar sites.

All content posted on [lowercolumbia.edu](http://lowercolumbia.edu) and other LCC locations on the Internet, including social networking, blogging, photo sharing, video sharing and calendar sites; must comply with college policies and applicable federal, state and local laws. Any content posted on the LCC website, including links to other websites, that violates the Lower Columbia College Web Publishing Policy and Procedures will be removed until the content is brought into compliance.

- Reviewed by the Cabinet: 10/6/10
- Reviewed by the Leadership Team 10-25-10
- Campus Review: 1-21-11 – 2-4-11
- Adopted: 2-28-11

### Resources, References, Procedures, or contact information relating to this policy

Resource/Reference/Procedure	Title	Unit Responsibility
805.1A	<a href="#">Web Publishing and Marketing Procedure</a>	President: Director of Effectiveness & College Relations

	Chapter 8 – Miscellaneous
Administrative Policy	<b>EMPLOYEE SOCIAL MEDIA MANAGEMENT POLICY 810</b>

## 810 Employee Social Media Management

### Section 1 – Introduction

The purpose of this policy is to define the terms and circumstances under which Lower Columbia College employees, including faculty, staff and student employees, may use social media to represent the College; communicate College policy, or represent an official College position.

The term “social media” refers to any Web-based and mobile technologies that enable individual or entities to disseminate or receive information, communicate, or otherwise interact. The term includes email, texting, messaging, social networking, blogging, micro-blogging, photo/video/multi-media file sharing, bulletin boards, and so on, through providers including but not limited to Facebook, LinkedIn, Twitter and YouTube.

[Washington State laws and regulations pertaining to records retention](#) apply to all social media sites and/or pages posted on behalf of a College unit, department or division.

### Section 2 – For All Employees

As an employee of the College, you are personally responsible for any social media activity you conduct using a College email address or on a College website; and/or which can be traced back to a College domain; and/or which uses the College’s Information Systems.

You must observe and follow (i) existing [College policies and procedures](#), (ii) applicable [employee handbooks and collective bargaining agreements](#), (iii) the College’s [Acceptable Use of Information Systems and Services Policy](#), (iv) the College’s [Non-Discrimination and Anti-Harassment Policy](#), (v) the College’s [Mission, Vision, and Core Values \(Board\) Policy](#) (vi) the policies of the particular online/social networking venue governing the use and activity conducted on their sites, which are sometimes referred to as “Terms of Use,” (vii) applicable local, state and federal laws and regulations including but not limited to [FERPA](#), [RCW 42.52 regarding ethics in public service](#), [WAC 292-110-010 regarding use of state resources](#), and (viii) [Guidelines and Best Practices for Social Media Use in Washington State \(Office of the Governor\)](#).

When posting to social media sites, you must honor the copyright and intellectual property rights of others, including the College. For guidance, consult [LCC’s Copyright Compliance Resources](#).

**Section 3 – For Employees Posting on Behalf of a College Unit, Department or Division**

If you are creating, managing or posting to a social media site on behalf of a Lower Columbia College division, department or unit, you are considered to be acting in an official capacity, and the following rules apply:

- Social media accounts that represent an official Lower Columbia College entity (e.g. a department or unit) are considered to be College-sponsored social media. Creation of a College-sponsored social media site requires approval from the senior administrator in that area (e.g. president, vice president or dean).
- Departments or College units that have a social media presence or would like to start one must notify the Office of Effectiveness & College Relations (ECR). ECR will maintain a list of College-sponsored social media pages and sites on the LCC website. ECR must have administrative rights to all official LCC social media platforms, and will maintain a database of user access.
- All College-sponsored social media sites must designate an employee responsible for monitoring the site. Sites must be monitored to ensure that content is current and accurate, and posted comments are addressed in a timely fashion. Out-of-date or unmonitored social media sites should be removed.
- Aside from ECR, no individual Lower Columbia College unit should construe its social media site as representing the College as a whole. Consider this when naming College-sponsored pages or accounts, selecting a profile picture or icon, and selecting content to post. Names, profile images, and posts for College-sponsored social media should all be clearly linked to the particular department or unit rather than to the institution as a whole. Reposts of other official college-sponsored posts are strongly encouraged.
- Units that wish to use the College logo or other College graphics in College-sponsored social media must consult with and obtain permission from ECR prior to use.
- All social media sites and content created by College employees on behalf of the College remain the property of Lower Columbia College.

▪ **Adopted 5-22-17**

**Resources, References, Procedures, or contact information relating to this policy**

Resource/Reference/Procedu	Title	Unit Responsibility
<a href="#">Procedure 810.1A</a>	Facebook Procedure for Social Media Management	
LCC Acceptable Use Policy	<a href="#">Acceptable Use of Information Systems and Services Policy</a>	Information Services
Employee handbooks	<a href="#">Employee handbooks and collective bargaining</a>	Human Resources

Non-Discrimination and Anti-Harassment Policy	<a href="#">Non-Discrimination and Anti-Harassment Policy</a>	Administration
LCC Mission, Vision and Core Values	<a href="#">Mission, Vision, and Core Values (Board) Policy</a>	Lower Columbia College Board of Trustees
Family Educational Rights and Privacy Act	<a href="#">FERPA</a>	Administration
State ethics laws	<a href="#">RCW 42.52 regarding ethics in public service</a>	State of Washington
State laws regarding use of state resources	<a href="#">WAC 292-110-010 regarding use of state resources</a>	State of Washington
Information about Copyright laws	<a href="#">LCC's Copyright Compliance Resources</a>	Library and Learning Commons
List of official social media sites for LCC	<a href="#">Social Media at Lower Columbia College</a>	Effectiveness and College Relations
Washington State laws regarding archiving	<a href="#">Washington State Archives</a>	Archive Department, State of Washington
Facebook terms and policies	<a href="#">Facebook Terms and Policies</a>	Facebook
Facebook business resources	<a href="#">Facebook Business Resources</a>	Facebook
Managing Facebook pages	<a href="#">About Facebook Pages</a>	Facebook

**2017 Version: Review History**

- **Reviewed by the Cabinet:** January - March 22, 2017
- **Reviewed by Governance Council:** February 1, 2017
- **Reviewed by Leadership Team:** March 16, 2017
- **Reviewed by UMCC:** March 21, 2017
- **Re-review by UMCC, Gov. Council, Operations Council & Leadership Team:** April 10-21, 2017
- **Re-review by Leadership Team:** April 24, 2017
- **Reviewed by Governance Council:** May 3, 2017
- **Campus Review:** May 5-19, 2017
- **Reviewed by Leadership Team:** May 22, 2017

**2016 Version: Review History**

- **Reviewed by the Cabinet:** April – December 2016
- **Reviewed by the Leadership Team:** April 25, 2016; May 23, 2016; October 31, 2016
- **Campus Review:** November 28 – December 12, 2016