

Addition to CR (Regulation): Information Technology Resources and Systems

<p>SOCIAL MEDIA</p> <p>DEFINITIONS</p>	<ol style="list-style-type: none">1. Social Media Primarily Internet and mobile-based tools for sharing and discussing information. The term most often refers to activities that integrate technology, telecommunications and social interaction, alongside the construction of words, pictures, video and audio. Examples include, but are not limited to:<ol style="list-style-type: none">a. Forumsb. Weblogs (blogs, vlogs, microblogs)c. Wikisd. Social Communication sitese. Podcasts (audio, video, lecture casts)f. Photosg. Videos (video, vlog, livecasting, lecture casts)2. Blog The action or product of writing articles or commentary on Web sites that chronologically archive the posts. Often the ability for site visitors to add comments fosters conversation on blog sites.3. Vlog Short videos used in place of a written blog post.4. Podcast Podcasts are downloadable episodic video or audio files that are theme-driven and not promotional in nature. All videos or audio files are not considered podcasts.5. Lecturecast An audio or video recording of a course lecture.6. Wiki Web site that allows collaboration through the posting and editing of information. One of the best known wikis is www.wikipedia.com.7. Tweet A post made to a Twitter account.
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GENERAL PROVISIONS

TCC strives to maintain a unified voice for all campuses, departments, offices, and other functional areas. With this goal in mind, the dissemination of official TCC news, events and information through social media must begin with the office of Public Relations and Marketing.

A. Official TCC Accounts

Tarrant County College currently has an authorized presence on Twitter and Facebook. The current official TCC social media accounts are:

- Twitter: TCCollege
- Facebook:
www.facebook.com/TarrantCountyCollege

These authorized accounts are maintained by the Office of Public Relations and Marketing and may include information provided by campuses, departments and disciplines. This regulation will also govern all College accounts on other social media sites and virtual worlds as may be added.

Departments within TCC that wish to release information via social media outlets must first contact Public Relations and Marketing, which will work with the particular department to include the desired information in the official TCC accounts stated above.

Campus Facebook accounts will be created under the direction of Public Relations and Marketing in coordination with campus presidents. Employees appointed as social media liaisons will undergo training prior to accessing the official TCC campus accounts and will continually work in conjunction with PR and Marketing to ensure a unified District presence is maintained across all official TCC social media accounts.

Departments are not permitted to create unauthorized separate accounts for use in disseminating TCC news. Such pages or accounts will not be endorsed by TCC or promoted through TCC publications, including

	<p>the District Web site and print materials, or electronic communications, such as email. Departments that created accounts prior to the approval of the official TCC social media policy must work with Public Relations to come under compliance of all guidelines stated. Unauthorized accounts or pages will be reported to appropriate CELT members, who will instruct that they be removed.</p>
<p>SOCIAL MEDIA GUIDELINES</p>	<p>Posters of TCC information on social media sites should follow the following guidelines:</p> <p>Be transparent. Be honest about your identity. If you are appointed to participate in or maintain a social media site on behalf of the College, clearly state your role and goals when posting. Discuss with Public Relations and Marketing when you are empowered to respond directly to users and when you may need approval.</p> <p>If you choose to post about TCC on your personal time, please identify yourself as a District faculty or staff member. Never hide your identity for the purpose of promoting TCC through social media.</p> <p>Be accurate. Verify the facts before you post. Cite and link to your sources whenever possible. If you make an error, correct it quickly and visibly. This will earn you respect in the online community.</p> <p>Be respectful. As an appointed TCC social media poster, you are representing the College. Be mindful of both your and the College's reputation. You are more likely to earn respect if you are constructive and respectful while discussing a bad experience or disagreeing with a concept or person.</p> <p>Be a valued member. If you comment on someone's blog, Facebook posts or tweets, make sure you are contributing valuable insights. Don't post information about topics such as TCC events or a book you've authored unless you are sure it will be of interest to readers. Self-promoting behavior is viewed negatively and can lead to you being banned from Web sites or groups.</p>

Be thoughtful. Think before you post. If you have any questions about whether it is appropriate to write about certain kinds of material in your role as an appointed TCC social media poster, contact Public Relations and Marketing before you post.

Be smart. Posting in haste, while angry or before you have all the facts can lead to the equivalent of an online disaster. Simply deleting such posts or comments does not guarantee they will not be seen. Search engines can turn up posts years after the publication date. Comments can be forwarded or copied. Archival systems save information even if you delete a post.

Maintain confidentiality. Do not post confidential or proprietary information about TCC, its students, its alumni or your fellow employees. Use good ethical judgment and follow District policies and federal requirements, such as FERPA.

Respect TCC time and property. As stated elsewhere in this regulation, TCC computers and your work time are to be used for College-related business. It is appropriate to post at work if you are an appointed social media liaison for the District and are posting to the official TCC accounts.

Be connected. If you have been authorized by Public Relations and Marketing to create or maintain an official social media site, please contact your campus graphics department for approved logos. Contact the office of Public Relations and Marketing about questions of photo usage.

Monitor comments. Comments on social media sites build credibility and a sense of community. Comments that are negative about TCC should not be deleted. Often the community itself will make posts to rectify the situation; however, obscene or libelous comments posted by others may be deleted, with a note that such comments will be deleted.

INDIVIDUAL PERSONAL ACCOUNTS	<p>Faculty, staff and students who choose to create personal social media accounts, including video, outside of the workplace are fully responsible for published content. Any information should not be attributed to the College or its policies.</p> <p>Those who mention any affiliation with TCC must be mindful of online activities or communications and follow professional conduct found elsewhere in this regulation.</p> <p>Be authentic. Be honest about your identity. In personal posts, you may identify yourself as a TCC faculty or staff member; however, please be clear that you are sharing your views as a member of the higher education community, not as a formal representative of the College.</p> <p>If you discuss higher education on your own social media site, best practice would be to include a statement similar to this on your About Me page/section: <i>“The views expressed on this [blog, Web site] are mine alone and do not necessarily reflect the views of Tarrant County College.”</i></p> <p>Don’t be a mole. Never pretend to be someone else and post about TCC. Anonymous posts are not necessarily anonymous. Tracking tools enable posts to be traced back to their authors.</p> <p>Be aware of liability. You are legally liable for what you post on your own site and on the sites of others. Individual bloggers have been held liable for commentary deemed to be proprietary, copyrighted, defamatory, libelous or obscene (as defined by the courts).</p> <p>Don’t use the TCC logo or make endorsements. Do not use the TCC logo or images on your personal online sites. Do not use TCC’s name to promote or endorse</p>

any product, cause or political party or candidate.

Follow a code of ethics. There are numerous codes of ethics for bloggers and other active participants in social media, all of which will help you participate responsibly in online communities. If you have your own social media site, you may wish to post your own code of ethics.