

# Northwest Indian College Social Networking Guidelines

Approved by the NWIC Administrative Team May 30, 2012

## Introduction

Northwest Indian College (NWIC) will maintain an official presence on social media sites in order to support the College in accomplishing its mission and achieving its goals and objectives. Social media sites include, but are not limited to, Facebook, Twitter and Myspace. Because Social Media is ever changing, this policy will be updated regularly.

## General Conduct

NWIC's Social Networking Policy does not purport to address every possible issue involving social media use. Accordingly, employees should always use good judgment and act prudently when using social media. All Northwest Indian College policies defined by NWIC's Personnel Policy apply to employees' social media use, including those regarding discrimination, harassment, confidentiality, diversity and privacy.

NWIC will not attempt to control or censor information employees share on their personal social media pages, such decisions are left to each employee. However, employees can be held accountable for information they share on social media pages. Please see NWIC's Personnel Policy for more information.

## Objective

Northwest Indian College, its departments and individuals in their capacity as NWIC employees, are encouraged to use online social networking media, including Facebook and Twitter, to:

1. Enhance student participation,
2. Inform constituencies about College activities and developments,
3. Build online communities of interested constituents,
4. Provide a way for constituents to keep informed about NWIC, and
5. Enhance instruction

We encourage feedback and comments from our constituencies on our social media sites.

Constituencies may include, but are not limited to, current and prospective students, alumni, employees, donors and potential donors, and members of the communities served by NWIC.

## Facebook Administrators

The Public Information Office will maintain an official/main Northwest Indian College Facebook fan page. The Public Information Officer and Web Manager will be included as administrators of the main Facebook page.

Page administration of all Northwest Indian College Facebook/social media pages will include the head of the department/class/club/etc. represented by the page, the Public Information Officer, and the Web Manager; others may also be added as administrators, as appropriate.

## **General Guidelines**

Online social media communities, such as Facebook and Twitter, can help Northwest Indian College connect with its constituencies in many positive ways. At the same time, there are some cautionary lessons that have emerged from participation in online communities. Administrators of official Northwest Indian College social network pages should be aware of the following:

- The purpose of social networking is to share thoughts, ideas, and experiences through discussions, postings, photos, and videos, and,
- You are posting content onto the Internet and you cannot ensure who does and does not have access to the content, and,
- Information you post online may continue to stay on the Internet even after you erase or delete that information from pages, and,
- Before participating in any online community, understand that anything posted online is available to anyone in the world. Any text or photo placed online is completely out of your control the moment it is placed online – even if you limit access to your site, and,
- By agreeing to the terms of use, online communities have your permission to republish your content worldwide and share information with advertisers, third parties, and law enforcement, among others, and,
- Don't post information, photos, or other items online that could reflect negatively on you, your family, or Northwest Indian College, and,
- Be discreet, respectful, gracious and as accurate/factual as you can be in any comments or content you post online. Take particular care of spelling, punctuation and grammar – it does reflect on you professionally, as well as on the College.

## **Standard Content for all NWIC Facebook/Social Media Pages**

The following content guidelines will be used in order to maintain quality standards, drive more traffic to each Northwest Indian College Facebook page, and to increase the College's name recognition:

- Profile images for each Northwest Indian College Facebook/social media page will be selected by administrators for each page. Those images will be placed on a standard NWIC background by the College's Web Manager.
- "Info" on each NWIC Facebook/social media page will be written by administrators for each page, AND will include standard information about the College, which will be provided by the Public Information Officer.
- All Northwest Indian College Facebook/social media pages created from this point forward will include the name "Northwest Indian College" (not simply NWIC).
- "Liking" and "Sharing" content from other Northwest Indian College Facebook/social media pages is encouraged.

## Procedures and Content Restrictions

1. Employees must consult with and obtain written permission from their supervisors before using their Northwest Indian College email accounts on social networking sites or pages on which they are representing the College in an official capacity.
2. Departmental social networking pages will have a minimum of three page administrators assigned. If a page administrator leaves the College, they will be removed as page administrator and another person will be assigned in their place.
3. Administrators for College social networking pages will check their pages a minimum of twice a day during the normal workweek. It is recommended that pages be checked three times a day during every regular workday.
4. When setting up an NWIC social media page, the highest security setting available must be used.
5. The following types of content are prohibited from Northwest Indian College social networking pages:
  - Derogatory language or demeaning statements about or threats to any third party,
  - Content that harasses third parties,
  - Inappropriate or incriminating images depicting hazing, sexual harassment, vandalism, stalking, underage drinking, illegal drug use, or any other inappropriate behavior or inappropriate language,
  - Content that violates state or federal law,
  - Partisan political activity,
  - Online gambling,
  - Information/images that are deemed obscene or untrue,
  - Selling goods or services for personal financial profit,
  - Personal social relationships unrelated to Northwest Indian College business.
6. Employees are personally responsible for their content on Northwest Indian College social networking sites. Be aware that outside parties could take legal action against employees for postings. Northwest Indian College will not indemnify employees for anything they write on social networking sites under a College email account or a private one.
7. Material protected by copyright will not be used on Northwest Indian College social networking pages without authorization by the owner of copyrighted works. A record of copyright releases must be kept. Copyright guides are available in NWIC's library.
8. We are committed to maintaining these pages as a safe and family-friendly forum for sharing information about NWIC. In the spirit of maintaining a positive environment for our page visitors, we reserve the right to remove any comments or wall postings from official College-sponsored pages that we deem inappropriate, inflammatory, or damaging to Northwest Indian College or any individual. Administrators for NWIC Facebook fan pages and other social networking media are responsible for removing comments posted to their fan pages that don't meet the criteria outlined in the "Objective" portion of this document or that contain prohibited content.

## Disclaimers

Official Northwest Indian College social networking pages will include the following disclaimers:

1. **Page Administrator Content:** The comments and postings on this page are those of the page administrators and don't necessarily reflect Northwest Indian College opinions, strategies or policies.
2. **User-generated Content and Disclaimer:** Northwest Indian College accepts no responsibility or liability for any data, text, software, music, sound, photographs, images, video, messages, or any other materials or content generated by users and publicly posted on NWIC social media pages.
3. **Inappropriate Content:** Anyone who believes that a Northwest Indian College social media page includes inappropriate content should report it to the College's Public Information Officer.
4. **Disclaimer for content on linked sites:** Northwest Indian College accepts no liability or responsibility whatsoever for the contents of any target site linked from the College's social media pages.
5. **Terms of Use:** By posting content on a Northwest Indian College social media page, users represent, warrant and agree that no content submitted, posted, transmitted, or shared by users will infringe upon the rights of any third party, including but not limited to copyright, trademark, privacy, or contain defamatory or discriminatory or otherwise unlawful material. Northwest Indian College reserves the right to alter, delete, or remove (without notice) the content at its absolute discretion for any reason whatsoever.
6. **Copyright:** Content cannot be used for commercial purposes without written permission. Permission can be obtained by contacting NWIC's Public Information Officer.