

Administrative Guidelines – Social Media

Revised 6/30/17

Reference: State of Idaho Public Records Laws

The College encourages the use of social media to further the mission and core themes of the College, where appropriate. This policy is intended to outline proper use guidelines in order to ensure the most effective use of the social Media sites.

All websites and social media pages created and maintained by College departments, divisions and officials must be approved by the Dean or Director of the department and by the Department of Communications and Marketing prior to publication and must comply with Communications Policy – COMM 000.

Currently, the College has an official presence on Facebook, Twitter, LinkedIn, Pinterest, Instagram, and YouTube (accessible from the CWI website). The College of Western Idaho's website (cwidaho.cc) shall remain the College's primary and predominant internet presence.

Because the technology that drives Web communication changes rapidly, this policy is subject to change and may be adjusted to reflect issues that may arise in the management and implementation of the College's social media strategy or for any other reason that supports the College's priorities for social media.

The College of Western Idaho's ("CWI") website (cwidaho.cc) will remain CWI's primary and predominant internet presence. All CWI social media sites posted by CWI departments or divisions will be subject to prior approval by the Dean or Director of the department and CWI's Communications and Marketing Department. Only authorized social media representatives, as approved by the Dean or Director of department and CWI's Communications and Marketing Department, may represent CWI through public, external social media sites. Any External Official Presence should be coordinated through CWI's Communications and Marketing Department.

Social media sites maintained by CWI are subject to State of Idaho public records laws. Any content maintained in a social media format that is related to CWI business, including a list of subscribers and posted communication, is a public record. CWI employees are required to comply with all applicable federal and state laws in regard to copyright and plagiarism is prohibited.

All social media sites maintained by CWI shall also comply with all applicable CWI policies and standards, including but not limited to:

- All federal and state laws, rules, regulations, or requirements applicable to CWI, such as FERPA and HIPPA
- CWI Branding Style Guidelines
- CWI Electronic Technology Usage Policy

All social media sites maintained by CWI shall further comply with applicable terms of use or other policies and procedures established for use of the host site, such as Facebook or Twitter.

Section One - Identification and Establishment

Tier I, or Direct Link, Pages

All official units of CWI – such as departments or divisions – may choose to create their own social media presence, subject to the approval of CWI’s Communication and Marketing Department, which approval must be obtained prior to publishing any social media page. All social media pages created for departments or divisions of CWI are owned by CWI.

Assignment of ownership to the College for social media pages should be done through one of the following three options:

- Create the social media page through a tool that allows CWI ownership of the page and permissions will be managed through the Communications and Marketing Department.
- A designated representative of the Communications and Marketing Department must be made an administrator of the social media page.
- As a final option if the previous two are not available, the User Name and Password for the social media page will be provided to the Director of Communications and Marketing along with documentation of the information used to establish the social media page.

As with CWI’s Web pages, content must be strictly monitored and must comply with the procedures set forth in Section 2, and the guidelines for Facebook and Twitter pages, if applicable.

Tier II, or Unofficial, Pages

In general, individual faculty, staff, and student pages are not included in this procedure; however, if an employee or student group at the college creates a page on a social media site that could be associated with the College, the address and contact information for the person responsible for the page should be forwarded to the Communications and Marketing Department.

Administrators for these pages must in no way present themselves as officially representing CWI; however, they should always disclose their affiliation with CWI. Registered student organizations must put state:

“[name of student organization] is a registered student organization and is not an official publication of the College of Western Idaho. The content on this site does not represent the views of the College or its officers.”

Advisors for registered student organizations should be administrators for these pages and be responsible for monitoring the content affiliated with the pages. CWI does not take responsibility for pages developed by others and will report unauthorized sites that present a CWI identity.

Section Two: Administration and Content of Tier I, or Direct Link, Pages

Permissible Content

A social media page that is open to the public is subject to protection by the First Amendment. CWI intends to ensure all such pages are established as a “limited public forum” under the First Amendment. Accordingly, all pages must comply with the content and administration requirements set forth herein.

All content contributed by representatives of CWI or provided on public pages by patrons of such pages must relate directly to CWI business, programs and/or services. Content contributed by representatives of CWI must relate directly to business, programs and/or services that the representative of CWI *has job responsibility for*. Content placed by college representatives cannot promote individual opinions or causes that are not directly related to CWI purposes. Content by CWI or the public that does not relate to CWI business, programs and/or services may be removed by the administrator, in accordance with these procedures.

The most appropriate uses of social media tools at CWI fall generally into three categories:

1. As channels for disseminating time-sensitive information as quickly as possible (example: important deadlines).
2. As a venue for connecting on a fun and social level with CWI’s community (events, discussions, etc.)
3. As marketing/promotional channels that increase CWI’s ability to broadcast its messages to the widest possible audience.

Wherever possible, content posted to CWI social media sites will also be available on CWI’s main website. Wherever possible, content posted to CWI social media sites should contain links directing users back to CWI’s official websites for in-depth information, forms, documents or online services necessary to conduct business with CWI.

Uploaded photos and videos are considered content subject to the procedures set forth herein and also must relate directly to CWI and/or student life and should not be used as a promotional tool for programs, products or services outside CWI. All photos and videos must adhere to existing CWI policies, as applicable. Official images of CWI used to brand social media pages can be obtained from the Communications and Marketing Department. All logos used to identify units of CWI must be in the official format.

Inappropriate Content and Use

Content posted or presented on CWI social media sites, including comments, videos, articles, or other types of content containing any of the following will not be allowed and will be subject to removal pursuant to the enforcement procedures outlined herein:

- Content not directly related to the business, programs, or services of CWI;
- Content not topically related to the particular materials being commented upon;
- Content in support of or opposition to political campaigns or ballot measures;
- Comments that are offensive to an individual or an organization, profane, defamatory, hateful, insulting, rude, abusive, aggressive or violent;
- Content that promotes, fosters, or perpetuates discrimination on the basis of race, creed, color, age, religion, gender, marital status, status with regard to public assistance, national origin, physical or mental disability or sexual orientation;

- Sexual content or links to sexual content;
- Solicitations of commerce or messages for advertising purposes;
- Conduct or encouragement of illegal activity;
- Information that may tend to compromise the safety or security of the public or public systems;
- Content that violates a legal ownership interest of any other party;
- Content that impersonates or misrepresents someone else, including CWI officials or public figures;
- Confidential or proprietary information about CWI or any members of its community that would violate privacy laws.

CWI reserves the right to restrict or remove any content that is deemed in violation of this social media procedure or any applicable law.

Advertising

Where social media applications offer an option of not including advertising on official CWI pages, this should be used.

Enforcement

CWI reserves the right to request material that has been published on a social media site about CWI, its students or its employees, that violates these policies be removed from the site either by the user or by a direct request from CWI to the site provider. Inappropriate use of social media sites by users with regard to CWI, its students and its employees may also lead to disciplinary action being taken. Policies regarding the acceptable use of computing resources must also be adhered to.

Disclosure Language Required

In order to ensure all social media sites are properly designated as a limited public forum and to ensure use and administration of the site complies with potentially applicable free speech protections, all pages must contain the following disclosure:

“Submission or posting of comments by members of the public to an official CWI social media site or account constitutes participation in a limited public forum, and is subject to public disclosure.

Inappropriate Content (as hereinafter defined) may at times be posted by third party commentators. CWI cannot be held responsible for this third party content. CWI will monitor and moderate comments, and reserves the right (but not the obligation) at the sole discretion of CWI to (before or after the content is posted) edit, move, delete, or refuse content containing any Inappropriate Content. Inappropriate Content includes:

- *Content not directly related to the business, programs, or services of CWI.*
- *Content not topically related to the particular materials being commented upon;*
- *Content in support of or opposition to political campaigns or ballot measures;*
- *Comments that are offensive to an individual or an organization, profane, defamatory, hateful, insulting, rude, abusive, aggressive or violent;;*

- *Content that promotes, fosters, or perpetuates discrimination on the basis of race, creed, color, age, religion, gender, marital status, status with regard to public assistance, national origin, physical or mental disability or sexual orientation;*
- *Sexual content or links to sexual content;*
- *Solicitations of commerce or messages for advertising purposes;*
- *Conduct or encouragement of illegal activity;*
- *Information that may tend to compromise the safety or security of the public or public systems;*
- *Content that violates a legal ownership interest of any other party;*
- *Content that impersonates or misrepresents someone else, including CWI officials or public figures;*
- *Confidential or proprietary information about CWI or any members of its community that would violate privacy laws.*

You participate at your own risk, taking personal responsibility for your comments, your username and any information provided. CWI is a public entity and all content contained on this site may be subject to disclosure by CWI pursuant to Idaho's public records laws. The appearance of external links on this site does not constitute official endorsement on behalf of CWI."

Section Three: Acceptable Use of Social Media

Acceptable Use Guidelines

Existing policies governing student and employee behavior apply to CWI's social media presence, including CWI's Employee Conduct and Electronic Technology Usage Policy and CWI's Student Handbook. CWI takes no responsibility for content developed or submitted by non-employees. Before using any social media site for CWI business, employees are asked to read the site's guidelines carefully and report activities that violate any terms or conditions. Social media sites are an interactive tool; page administrators and CWI users should monitor the content closely and frequently to review user conduct. Any questionable content should be reported to the Director of Communications and Marketing. Any content that appears threatening in any way should be reported immediately to Campus Security.