FHDA Social Media Guidelines

Table of Contents

I. Applicability

These guidelines apply to all employees and students of the Foothill-De Anza Community College District who utilize social media in carrying out their job duties or in the accomplishment of activities or projects officially sanctioned by the colleges/district.

II. Overview

Social media are powerful communications tools that have a significant impact on organizational and professional reputations. Because they blur the lines between the personal and institutional voices, Foothill-De Anza Community College District has crafted the following guidelines to protect sensitive student and employee data from being exposed in social networking arenas and to help clarify how best to enhance and protect personal and professional reputations when participating in social media.

Cloud services and social media sites include, but are not limited to, blogs, wikis, personal networking services (e.g., Facebook), RSS news feeds, social bookmarking, file sharing services (e.g. Flickr), file storage (e.g., Box.net) synchronous and asynchronous chat, surveying and polling tools (e.g., SurveyGizmo; PollDaddy), and messaging tools (e.g., Skype, on-line discussion forums, etc).

In general, when interacting on behalf of the district in social media environments, employees must follow the same district policies and behavioral standards that govern their interactions on campus. The same laws, professional expectations, and guidelines for interacting with students, alumni, donors, media, and other college constituents apply online as they do on campus. Employees are liable for content they post to cloud services and social media sites that could compromise student data; harm another individual; and violate copyright, accessibility, libel and slander laws and district policies regarding employee conduct.

III. General Guidelines

Follow all applicable district policies. For example, do not share confidential or proprietary information about the district or colleges therein. Among the policies most pertinent to this discussion are those concerning government affairs, mutual respect, computer, email and Internet use, and student records.

Everything is public. There is no such thing as a "private" social media site. Search engines can turn up posts years later.

Be respectful. As a general rule, be respectful and do not post anything you would be uncomfortable saying in a public setting. If readers see an affiliation with **FHDA, De Anza or Foothill College**, they may read your words as representing the district or college, even if you provide a disclaimer saying your views are your own.

Be transparent about your role. If you participate in or maintain a social media site on behalf of the district, clearly state your role and goals.

Strive for accuracy, correcting errors quickly and visibly. If you have questions about whether it is appropriate to write about certain material, ask the appropriate Communications office administrator. The Communications offices will provide you with written direction, generally in the form of email.

Maintain confidentiality. Do not post confidential, proprietary or protected information about students, employees, patients or other members of the **FHDA** community. Use good ethical judgment. All federal guidelines such as [FERPA](), [HIPAA]() and district policies must be observed on **district or college** sponsored or maintained social media sites.

Protect your identity. Do not provide personal information about yourself or others that may make you or others vulnerable to scams, identity theft, or other threats.

Moderate comments and discussions. By their nature, social networking sites are participatory and involve sharing among multiple users. However, it is important to monitor live discussions for off-topic or abusive comments. Actively moderate comments and be transparent about doing so.

Respect College time and property. As stated in the following use and procedure documents "Computer and Network Use: Rights and Responsibilities" (http://fhdafiles.fhda.edu/downloads/aboutfhda/3250.pdf) and "Procedures Regarding Misuse of Computer Information AP 3250" (http://fhdafiles.fhda.edu/downloads/aboutfhda/3250ap.pdf), college computers and work time are to be used for college-related business. It is appropriate to post at work if your comments are directly related to accomplishing work goals, but maintain your personal site on your own time using non-district computers.

Follow Copyright and Fair Use. Published material, including material published to the Internet, is copyrighted, and cannot be re-published without permission from the author unless openly licensed [See AP 3250]. Media, particularly images, obtained via social software sites (such as Flickr) are copyrighted, and may not be re-posted, re-used, or re-purposed unless openly licensed. Users are allowed "fair use" of copyright material, for purposes of teaching, news reporting, criticism, comment, parody, and scholarship. Fair Use is a limited use of copyright material without requiring permission from the author. Copyrighted material under Fair Use should be derivative or transformative, rather than re-published verbatim or in entirety.

Accessibility. Use of cloud services and social media sites for instructional purposes must comply with Foothill-De Anza District Accessibility Standards for Electronic and Information Technology (Section 508 Policy, 02/10/05).

Terms of service. Read and follow the Terms of Service of any social media platform employed.

IV. Guidelines and Best Practices for Official College or District Unit Social Media Operators

The use of Foothill and De Anza college names, logos, communication tools and visual design in social media settings should follow the guidelines below.

The Foothill and De Anza communications offices create and maintain the respective official social media profiles. Comments, posts or photos that are partisan in nature, use objectionable language or tone, or contain personal attacks will be removed by the director or her/his designee. Posts for other reasons deemed inappropriate by the director or his designee, including in the advertisement of products or services, will also be removed.

Divisions, departments or programs wishing to launch social media profiles should contact the appropriate college communications office while in the initial stages of discussion and development. The communications office at each college maintains an inventory of and monitors all college-related social media profiles.

College division, department and program sites do not represent the college as a whole, but do reflect on the college. Content on all such sites must be professional, tasteful and accurate. Sites may not advertise products, services or commercial events or be politically partisan. Such sites must adhere to all state and federal laws and regulations, including as relates to the security and privacy of information (e.g. FERPA and HIPAA), as well as college privacy policies. Confidential information must not be posted.

The college logo is only to be used as an image on the official college social media profiles.

A minimum of two permanent college employees should serve as administrators of college-affiliated social media profiles. Students should not serve as sole administrators for college-

affiliated student organization profiles. Contact information for administrators should be posted and must be provided to the college communications office.

College departments, divisions, programs, and officially sanctioned student organizations are not permitted to establish or sponsor external social media profiles, mobile applications and/or websites unless preapproved by the Director of the Communications or her/his designee.

The college, at the discretion of the Director of the Communications, may require the removal of content or profiles that do not adhere to these guidelines.

The following best practices apply to those posting on behalf of an official college or district unit, though the guidelines may be helpful for anyone posting on social media in any capacity.

- **Be transparent.** If you participate in or maintain a social media site on behalf of the college or district, clearly state your role and goals.

- **Understand your strategy**. Know what you're trying to accomplish and why. Who is your audience? What do you want them to do? Is social media the best way to do this?

- **Be respectful.** As an employee, you understand the district's commitment to respect for the dignity of others and to the civil and thoughtful discussion of opposing ideas. Some online communities can be volatile, tempting users to behave in ways they otherwise would not. Your reputation and the colleges' and district's reputation are best served when you remain above the fray.

- **Be accurate.** Make sure you have all the facts before you post. It is better to verify information with a source first than to have to post a correction or retraction later. Cite and link to your sources whenever possible; after all, that is how you build community.

- **Be a Leader**. There can be a fine line between healthy debate and incendiary reaction. Do not denigrate our competitors nor do you need to respond to every criticism or barb. Try to frame what you write to invite differing points of view without inflaming others. Some topics—like politics or religion—slide more easily into sensitive territory, so be careful and considerate. Once the words are out there, you cannot get them back; likewise, once an inflammatory discussion gets going, it is hard to stop.

- **Be connected.** If you have been authorized by your supervisor to create an official social media site or a video for posting in locations such as YouTube, please visit your campus communications and marketing department for an approved logo and other images to ensure coordination with sites and content.

- **Link back to the college:** Whenever possible, link back to the college/district website. Ideally, posts should be very brief, redirecting a visitor to content that resides within the college web environment.

- **Protect the institutional voice:** Posts on social media sites should protect the colleges' and district's institutional voice by remaining professional in tone and in good taste. No individual college/district unit should construe its social media site as representing the college/district as a whole. As such, consider this when naming pages or accounts, selecting a profile picture or icon, and/or selecting content to post. For example, names, profile images, and posts should all be clearly linked to the particular department or unit rather than to the institution as a whole.

V. <u>**Effective Practices for Faculty Teaching with Social Media**</u>
Attribution: Michelle Pacansky-Brock

Understand the Privacy Options within a Tool
When you evaluate tools for student use, review the privacy options that are offered. Select the option that is most effectively aligned with your activity/project's goals.

Inform Students About Who Will Have Access To Their Contributions
In your syllabus, include "Conditions of Participation" that you have established for your students. Identify social media tools that will be used and include a clear explanation about who will have access to the content shared by students.

Have Students "Agree" to the Conditions
The first week of class, survey your students and have them agree to the conditions of participation in the syllabus. If you have students who do not agree, follow up with them privately to understand their concerns and provide accommodations.

Demonstrate the Learning Benefits
You will find that not all students will be excited about using social media. First, it is important to be able to clearly demonstrate *why* you are using it. Consider sharing positive feedback from past students to motivate incoming students. And start with a low-risk activity to help students get acclimated and started on a positive foot.

Offer Options
Be prepared to offer students options about how to represent themselves online.
- Encourage students to use their first name and last initial when sharing contributions.
- Be creative with avatars. If students do not want to share a photograph of themselves, encourage them to share an icon or image of something that represents who they are.
- For students who have valid concerns about privacy, provide the option to use a pseudonym when sharing content in a public environment.

Do Not Share Grades

Student grades should always be kept private and shared in a secure environment that requires user authentication, like a course management system.

Stress the Importance of Logging Out
All users of social media need to be reminded of the importance of logging out of one's account after use. This is especially true when using a shared computer. For example, Susan walks away from her Facebook account without logging out. John steps up and opens the browser. He finds himself with full access to Susan's account including the ability to add to her or her friends' pages (posing as Susan), delete her content, and change her password.

Checklist for Adoption of Social Media and Cloud Services for Instruction

Privacy and Security
- Can this service be used without violating FERPA?
- Will the service provider give advance notice of any change of terms in the terms of service or privacy policy?
- Does the service provider maintain security of student information that is collected to set up accounts?
- Does this service provide password protection and/or other way for the instructor to establish student authentication (ensure that the students who complete the work are those who will receive the grades and course credit)

Technology
- Does the service provide any free tech support and/or password recovery for students with problems using the service?
- Will campus lab computers have the software downloads, plugins, and/or peripherals (e.g., webcam, microphone) necessary to use this service?
- Will faculty and students have access to their work if the service goes down temporarily or permanently during the quarter?

Legal Exposure
- Is the service provider's website in compliance with accessibility guidelines?
- Can students post or share copyrighted materials using this service under terms of Fair Use?
- Under the Terms of Service (or Terms of Use), do students and faculty retain copyright of what they post when using this service?
- Can students and faculty save a copy of their postings to their own computers?

Student Experience
- Are training and instruction readily available for students who have difficulty using the service?

- Is the service quick and easy for students to use?
- Are alternatives available to students who cannot afford costs or risks associated with use of the service?
- Can the service be used by both PC, MAC, and mobile device users?
- Can the amount and/or type of advertising associated with the service be controlled by students or faculty?
- Has your college authorized use of its name and/or logos in conjunction with this service, if necessary?

VI. Non-Institutional and Personal Social Media Sites

The district encourages individual faculty and staff members who post about the college on social media networks to include a form of this disclaimer: *The views expressed are mine and are not an official college communication or otherwise endorsed by the college.*

The use of Foothill or De Anza logos or brand elements to promote products, services, causes or political candidates on personal sites is prohibited. To obtain permission to use the college logo or brand elements on a personal social media site, written approval must be obtained from the president or her/his designee. Once permission is granted, any item that uses college logos or brand elements must be reviewed and approved by the director of the communications office or her/his designee.

The colleges do not monitor personal social media sites. However, the communications office at each college reserves the right to review for compliance purposes any activity brought to its attention as potentially violating these guidelines.

VII. Resources

Foothill-De Anza Community College District. *Administrative Procedures*. Electronic Information Security. AP 3260, http://fhdafiles.fhda.edu/downloads/aboutfhda/AP3260.pdf

Foothill-De Anza Community College District. *Administrative Procedures*. Electronic Information Security. AP 3250,
http://fhdafiles.fhda.edu/downloads/aboutfhda/3250ap.pdf