

Roane State Community College

Guideline G-100

Subject: Social Media

Approved: September 1, 2014

The Public Relations Department will maintain the “official” social media accounts of the college on all social media platforms. The following are guidelines for social media accounts created as part of an individual’s, program’s or department’s function at the college. Guidelines do not apply to personal social media.

- **Differentiate departmental/program social media from the college’s “official” social media.** Do not use the official logo of the college for departmental/program level social media. If a logo for a program/department is needed, contact Public Relations. When applicable, please include a statement referring to the official college account: Example: “For the official Roane State twitter, follow @roanestate.” {INSERT NAME OF PLATFORM}
- **Inform Public Relations that you are starting an account.** Public Relations will keep a log of accounts, platforms and administrators.
- **Ensure all information shared is authentic and transparent.** It is crucial that all information posted on behalf of the college on any social media outlet is both true and clear. Verify information. When in doubt, share announcements with the Public Relations Department and/or any other departments involved in the announcement prior to posting.
- **Protect all confidential information.** Roane State is required to follow [FERPA](#) regulations. Under no circumstances should confidential information regarding students, faculty or staff be shared on any social media or public platform.
- **Respect copyright laws.** Roane State is required to follow all state and federal copyright laws. Posting on behalf of the institution requires that all regulations be followed or RSCC and the individual posting the information could be held liable for the violations.
- **Consider your audience.** Be mindful of who you are talking to and what you are trying to say. Know that different information may be needed for a community announcement than for one that is directed to students or staff. Be brief and ensure your content includes all the necessary information. If linking to a site, include the title of the site in case the link does not work.
- **Be respectful.** Remember that anything you post reflects both on the institution and you as a professional. This includes original content and comments. Do not, under any circumstances use profanity or negative language.
- **Be active and timely.** Post original content regularly to keep the page active and be sure to respond to comments within 24 to 48 hours or sooner if it is regarding an imminent event. Be sure all information on the page is accurate and that any updates are made as soon as possible. Individuals or departments may be asked by Public Relations to delete inactive accounts
- **Understand that not all negative comments are bad.** Students and others can often give negative feedback to original material. Use this as an opportunity to issue correct information to the misinformed and to help users resolve issues they have with the institution. Do not engage in arguments with negative commenters. If negative comments from an individual persist, close the discussion by saying “This matter would best be handled offline, please contact the _____ office.” Students could be directed to the Dean of Students or to the entry in the online catalog for student complaints.
- **Follow all TBR Policies**
 - [TBR Policy 1:08:00:00](#) regarding Information Technology Resources
- **Follow Site Terms of Service and Guidelines**
 - Review the terms of service for social media providers such as Facebook, Twitter, YouTube, Instagram, etc.