

ESCC Facebook Page Guidelines

Purpose

ESCC's Facebook page is meant to be a venue for positive social interaction among ESCC students, alumni and employees, and for marketing the College in such a way that honors the interactive character of this social medium and does not replicate the ESCC's website.

Responsibilities

The Marketing/Public Relations Office is the administrator of the Facebook page, in collaboration with the President, Dean of Instruction, Dean of Student Services and the Student Life Coordinator

Content

Official college content posted by college employee: The Marketing/Public Relations Office determines the official college content to be placed on the Facebook page. Official college content to be posted by college employees must be current; favorably depict ESCC programs, services and student life; comply with all College policies and the college's branding and style guidelines; honor the privacy of anyone who asks *not* to have his or her image on Facebook; and comply fully with [Facebook's terms and conditions](#). Content must be student-oriented; content cannot promote individual opinions or causes which are not directly related to College purposes. Prior to posting on Facebook, content will be reviewed by the Marketing/Public Relations Office to ensure compliance and to review quality of photos, graphics and videos. To submit a content request, contact Eve Belote at ebelote@es.vccs.edu (757-789-1767), or Laurie Swain at lswain@es.vccs.edu (757-789-1797).

Content posted by Fans: A "Fan" is a member of Facebook who chooses to "become a fan" of a particular Facebook page. That person subsequently is a recognized fan on that page, is able to interact on the page, receives updates sent out about events, etc.

Fans of a Facebook page cannot be censored by that page's administrator and are only censored by the [terms and conditions of Facebook](#) which are very specific in regard to legality and morality, intellectual

property rights, copyrights, posting pictures and videos and various other topics. Fans on ESCC's Facebook page are expected to abide fully by Facebook's terms and conditions and report to Facebook any fans that violate them.

Existing ESCC policies that govern the behavior of currently enrolled students and employees also apply to currently enrolled students and employees who participate in the ESCC's Facebook page. Students must refer to "Student Rights and Responsibilities" in the college catalog. Employees refer to the Faculty and Staff Handbook. The College takes no responsibility for content submitted by non-employees.

Photos and Videos

All photos and videos requested by ESCC employees for uploading to the College's Facebook page will be reviewed by the Marketing/Public Relations Office to ensure compliance and to review quality. The release of photos or videos on Facebook will be governed by the college's Photography and Videotaping Policy.

Updating and Maintenance

The Office of Marketing/Public Relations will monitor the site frequently to ensure currency, accuracy and compliance and to determine if a request for information about ESCC has been posted.

Revised 10-28-09

Effective: