

## ESCC POLICY Social Media

**Effective Date:** December 2014  
**Responsible Office:** Institutional Advancement Department

### I. PURPOSE

To establish Eastern Shore Community College's policy regarding social media. Issuance serves to notify ESCC students and employees of the policy.

### II. AUTHORITY

The President has given the Institutional Advancement Department (Director of Development and Marketing/Public Relations Specialist) the responsibility and authority to establish and enforce the college's social media policy.

### III. APPLICABILITY

This policy applies to all ESCC students and employees.

### IV. DEFINITIONS

**Social media:** Forms of electronic communication (as Web sites for **social networking** and microblogging) through which users create online communities to share information, ideas, personal messages, and other content (as videos), including but not limited to Facebook, Twitter, Instagram, MySpace, YouTube, etc.

### V. POLICY

ESCC's official social media outlets are its website ([www.es.vccs.edu](http://www.es.vccs.edu)), Facebook page (<https://www.facebook.com/pages/Eastern-Shore-Community-College/167893718312>), and Twitter account (@ESCCva).

ESCC's social media activity is intended to be a venue for positive social interaction among ESCC students, alumni, employees, for informing those groups and the community about College activities, and for marketing the College in such a way that honors the interactive social media. The Institutional Advancement Department is the administrator of the Facebook page, in collaboration with the President, Vice-President of Academics and Student Affairs, and Instructional Technologist.

### VI. PROCEDURES

Any ESCC unit, program, department, event or activity that desires to establish a Facebook page or other social media presence must contact Eve Belote, Director of Development (757.789.1767, [ebelote@es.vccs.edu](mailto:ebelote@es.vccs.edu)).

Existing ESCC policies that govern the behavior of currently enrolled students and employees also apply to currently enrolled students and employees who participate on ESCC's official Facebook page or other ESCC social media outlets. Students should refer to "Student Rights and

Responsibilities” in the ESCC Catalog and Student Handbook. Employees should refer to the Faculty and Staff Handbook.

**Official college content posted by college employees:** The Marketing/Public Relations Office is the official clearing house for approved college content to be placed on the official Facebook page or other ESCC social media outlets. Official content posted 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 any individual who asks not to have his or her image posted on Facebook or other social media outlets; and comply fully with [Facebook’s Principles](#), [Facebook’s Statement of Rights and Responsibilities](#), and other social media guidelines, terms and conditions. Prior to posting, content will be reviewed by the Institutional Advancement Department to ensure compliance and to review quality of photos, graphics and videos. To submit a content request, contact Eve Belote (757.789.1767, [ebelote@es.vccs.edu](mailto:ebelote@es.vccs.edu)) or Laurie Swain (757.789.1797, [lswain@es.vccs.edu](mailto:lswain@es.vccs.edu)).

**Content posted by others:** An individual who “likes” the official ESCC Facebook page is able to interact on the page and receive content posted on the page. These individuals cannot be censored by the page administrator and are only censored by [Facebook’s Statement of Rights and Responsibilities](#). Individuals who “like” ESCC’s official Facebook page are expected to abide fully by Facebook’s Statement and report violations to Facebook. Individuals who follow ESCC on Twitter must follow [Twitter rules](#). The College reserves the right to remove any content deemed offensive and/or inappropriate.

**Photos and videos:** All photos and videos requested by ESCC employees for posting on the College’s official Facebook page or Twitter account will be reviewed by the Institutional Advancement Department to ensure compliance and to review quality. The release of photos or videos by employees on ESCC’s Facebook page or other ESCC social media outlets will be governed by the college’s Photography and Videotaping Policy.

**Updating and maintenance:** The Institutional Advancement Department will frequently monitor the official College Facebook page and other ESCC social media outlets to ensure currency, accuracy, and compliance, as well as to respond to requests for information that have been posted.

## VII. INTERPRETATION

The authority to interpret this policy rests with the President, and is generally delegated to the Institutional Advancement Department.

Approved:

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Linda Thomas-Glover, President

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Date