



Social Media Guidelines

Internet based social media are powerful communications tools that have a significant impact on organizational and professional reputations. Because they blur the lines between personal voice and institutional voice, LBW Community College developed the following policy to help clarify how best to enhance and protect personal and professional reputations when participating in social media.

Social media are defined as media designed to be disseminated through social interaction, created using highly accessible and scalable publishing techniques. Examples include, but are not limited to, Facebook, Instagram, LinkedIn, Pinterest, Twitter, and YouTube.

LBWCC created a Facebook page in 2009, and we welcome your questions, comments, and concerns. Our goal is to provide a community where friends of LBWCC can share content, ideas, and experiences and find helpful information. To keep the site fun and lively, we ask that you respect the rules of the social media site as well as our rules below. *We reserve the right to remove posts that don't comply.*

Be respectful

Understand that content contributed to a social media site could encourage comments or discussion of opposing ideas. Responses should be considered carefully in light of how they would reflect on the person posting and/or the College and its institutional voice. LBW Community College is committed to respect for the dignity of others and to the civil and thoughtful discussion of opposing ideas. It is OK to voice a complaint or disagree with another post, but please do so in a polite and constructive manner. ***Obscenities, personal attacks, and defamatory comments about any person, group, organization, or belief will be removed.***

Remember your audience

Be aware that a presence in the social media world is or easily can be made available to the public at large. This includes prospective students, current students, current employers and colleagues, and peers. Consider this before publishing to ensure the post will not alienate, harm, or provoke any of these groups.

On personal sites, identify your views as your own. If you identify yourself as a LBW Community College faculty or staff member online, it should be clear that the views expressed are not necessarily those of LBW Community College.

Be accurate

Get the facts straight before posting them on social media. Review content for grammatical and spelling errors. This is especially important if posting on behalf of LBW Community College in any capacity. ***We will correct or remove factual errors.***

Focus on LBWCC, and don't spam

Please keep your posts relevant to LBWCC and its students, faculty, staff, and alumni. Don't use this site to promote businesses, causes, or political candidates.



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If you are part of the LBWCC community, it's OK to post a link to your LBWCC-based group, or to invite community members to vote for you in an online contest – as long as you don't do it every week.

Excessive posts will be removed.

Posts by non-LBWCC organizations will be deleted. This includes, but is not limited to:

- Discounts offered to LBWCC students, alumni, or employees
- Promotions for non-LBWCC events
- Promotions by non-LBWCC organizations, including political, religious, and activist groups.

Protect your privacy

Your comments are visible to all. Never include your personal information, such as phone number, e-mail address, or other personal information in a post. If you want individual follow-up, send a message through the site to a page administrator. LBWCC's administrators are the Public Information Officer/ Director of Marketing (334-881-2320), Director of Recruitment (334-881-2282), and Dean of Student Affairs (334-881-2245).

LBWCC is not responsible for the content of any website outside of the lbwcc.edu domain. The inclusion of any non-LBWCC link, whether by a LBWCC employee or anyone posting on the site, does not imply endorsement by LBW Community College of that website.

Posts by page administrators or any other comments on the site do not necessarily reflect the opinions and positions of LBWCC. ***It is important to understand that you are legally responsible for the comments you post.***

Your commitment

By posting any comments, links, or other material on LBWCC-sponsored websites, you give LBWCC the irrevocable right to reproduce, distribute, publish, display, edit, modify, create derivative works from, and otherwise use your submission for any purpose in any form and on any media. You also agree that you will not:

1. Post material that infringes on the rights of any third party, including intellectual property, privacy, or public rights.
2. Post material that is unlawful, obscene, defamatory, threatening, harassing, abusive, slanderous, hateful, or embarrassing to any other person or entity as determined by LBW Community College in its sole discretion.
3. Post ads or solicitations of business.
4. Post the same note more than once ("spam").
5. Post chain letters or pyramid schemes.
6. Impersonate another person.
7. Allow any other person or entity to use your identification for posting or viewing comments.



Social Media Guidelines

Protect confidential and proprietary information

Do not post confidential or proprietary information about LBW Community College, students, employees, or alumni. Employees must follow the applicable federal requirements such as Family Educational Rights and Privacy Act (FERPA) and Health Insurance Portability and Accountability Act (HIPAA) of 1996 (health information privacy) and adhere to all applicable college privacy and confidentiality policies. Employees who share confidential information do so at the risk of disciplinary action up to and including termination.

Photography

Photographs posted on social media sites easily can be appropriated by visitors. Consider adding a watermark and/or posting images at 72 dpi and approximately 800 x 600 resolution to protect your intellectual property. Images at that size are sufficient for viewing on the Web, but not suitable for printing. Remember that the policies of LBW Community College related to using images apply online as well as in print.

Respect copyright and fair use

When posting, be mindful of the copyright and intellectual property rights of others and of LBW Community College. Direct any questions about fair use or copyrighted material to the Director of Learning Resources at 334-881-2266.

Don't use the LBW Community College logos for endorsements

Do not use the LBWCC logo or any other college images or iconography on personal social media sites. Do not use LBWCC's name to promote a product, cause, or political party or candidate.

Respect college time and property

College computers and time on the job are reserved for LBWCC-related business as approved by supervisors and in accordance with the Information Technology Policies and Procedures – Acceptable Use Policy.

Terms of Service

Obey the Terms of Service of any social media platform employed.

Think twice before posting

Privacy does not exist in the world of social media. Consider what could happen if a post becomes viral and how that may reflect both on the person posting and the College. Search engines can turn up posts years after they are created, and comments can be forwarded or copied. If you wouldn't say it at a conference or to a member of the media, consider whether you should post it online. If you are unsure about posting something or responding to a comment, ask your supervisor or instructor for input, or contact LBWCC's Public Information Officer/Director of Marketing (334-881-2320).



Social Media Guidelines

INSTITUTIONAL SOCIAL MEDIA

If you post on behalf of an official Lurleen B. Wallace Community College unit, the following policies must be adhered to in addition to all policies listed above:

Notification

Department or college units that have a social media page or would like to start one should contact LBWCC's Public Information Officer/Director of Marketing at 334-881-2320. All institutional pages must have an employee appointed who is identified as being responsible for content and monitoring. Ideally, this should be the head of the department.

Acknowledge who you are

If you are representing LBW Community College when posting on a social media platform, acknowledge this.

Have a plan

Consider your messages, audiences, and goals, as well as a strategy for keeping information on social media sites up-to-date. LBWCC's Public Information Officer/Director of Marketing (334-881-2320) can assist and advise you with your social media planning.

Link back to the college

Whenever possible, link back to the LBWCC web site. Ideally, posts should be very brief; redirecting a visitor to content that resides within the LBWCC environment. When linking to a news article about LBWCC, check first to see whether you can link to a release on the LBWCC website (www.lbwcc.edu/news) instead of to a publication or other media outlet.

Protect the institutional voice

Posts on social media sites should protect the college's institutional voice by remaining professional in tone and in good taste. No individual LBW Community College unit should construe its social media site as representing the College as a whole. Consider this when naming pages or accounts, selecting a profile picture or icon, and selecting content to post – names, profile images, and posts should all be clearly linked to the particular department or unit rather than to the institution as a whole.

This document was approved by the LBWCC Executive Council on July 10, 2012.
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