

Northern Oklahoma College

Social Networking and Social Media Policy



NORTHERN
Oklahoma College

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1 POLICY STATEMENT

To protect the position, image and information assets of Northern Oklahoma College, the use of social networking and social media (SNSM) services is intended for the college's purposes only. Employees are prohibited from using personal accounts for any institutional related business on any SNSM site. The employee and the division or department supervisor are to follow all applicable policies and implementation guidelines in the use of SNSM technologies. Northern Oklahoma College has developed a policy to properly portray, promote and protect the institution.

This policy requires that:

- Officially-recognized Northern social networking and social media sites be reviewed and approved through an application process.
- Each SNSM account will have responsible administrators assigned.
- Inappropriate, offensive, injurious and illegal content may be removed by Northern employees identified as account administrators or at the direction of the Vice President for Development and Community Relations.
- Best practices for SNSM sites should be considered.

2 APPLICATION OF POLICY

This policy will apply to social networking and social media accounts created by Northern Oklahoma College employees for the official business purpose of the College, including Northern faculty, groups, departments, divisions, programs, entities, etc. It will therefore impact students, faculty, and staff who utilize various social networking and social media for communication in conjunction with representing Northern Oklahoma College.

All officially-recognized SNSM sites will be publicly listed by the College in a directory on the [Northern social networking and social media website](#).

Student sponsors that wish to create a SNSM account must first have their group or organization approved through the [Office of Student Affairs](#). After being approved the organization's sponsor must then have their SNSM account registered through the Department of Development and Community Relations. Information and application can be found on the Northern social networking and social media website.

3 EXEMPTIONS

This policy will apply only to SNSM sites created for the express purpose of officially representing Northern Oklahoma College groups, departments, divisions, programs, entities, etc. and will not apply to private SNSM sites. College employees acting in an individual capacity should exercise caution to communicate clearly that they are not acting in a representative capacity, or expressing the views of the college.

4 DEFINITIONS

Poster or User: A person submitting content to any SNSM site that is officially recognized by Northern Oklahoma College.

SNSM: Social networking or social media is information or media designed to be disseminated through social interaction using highly accessible and scalable publishing techniques. Social networking or social media uses Internet and web based technologies to transform how people communicate with one another and receive news, information and entertainment.

Social Networking and Social Media Accounts: These are accounts or profiles created in social interaction systems or outlets such as but not limited to Facebook, Twitter, YouTube, Instagram, etc.

Social Networking and Social Media Policy Staff: Members of the policy staff are from the Department of Development and Community Relations and the Information Technology Department. The purpose of the staff is to help Northern employees create, manage and succeed in using SNSM outlets to further their mission. The SNSM policy staff will identify individuals and groups that currently manage social networking or social media accounts for Northern entities, advise them on the policy, and encourage those who have not done so to apply for official recognition status. The policy staff will provide occasional training sessions regarding social networking and social media use and its role at Northern Oklahoma College.

College's Best Interest: To represent the College in a fair, accurate and legal manner while protecting the brand and reputation of the institution.

5 REGISTRATION

The Vice President for Development and Community Relations will be responsible for administering this policy.

- 5.1 The Department of Development and Community Relations is responsible for oversight and management of all institutions accounts with SNSM providers. Written approval from the Vice President for Development and Community Relations is required prior to compilation and publishing of accounts.
- 5.2 Authorized individuals who have obtained written permission from the Vice President for Development and Community Relations must use non-administrative login accounts; and designated workstations should be used to publish content to a Northern-approved SNSM provider.
- 5.3 Employees wanting to create a social media account for their college, group, club, Organization or department must fill out the Social Media application, located at www.noc.edu/socialmedia.
- 5.4 The Department of Development and Community Relations will keep on file documentation detailing the authorized SNSM service providers, the current account names, the master passwords and person(s) authorized to use the accounts.
- 5.5 The SNSM Policy Staff has been established to provide input and assist in College outreach and training on this policy and best practices.
- 5.6 The Department of Development and Community Relations will manage the day-to-day application process and update the [Northern Social Networking and Social Media](#) website and account directory as needed.
- 5.7 All applicants for officially-recognized SNSM sites are required to submit the profile image/avatar of each account as part of the application process to ensure that Northern's branding standards set forth in the Image Toolbox are upheld.
- 5.8 All SNSM sites officially recognized by Northern must have at least two Northern employees with administrator rights at all times and one of those accounts must include Northern's Webmaster.
- 5.9 Should a Northern employee administrator of an account leave the College for any reason or no longer wishes to be an account administrator, it is the academic or administrative department's responsibility to designate another Northern employee to be an account administrator and contact Northern's Webmaster to remove the former employee's administrative permissions to the site.
- 6.0 Northern employees identified as administrators of accounts are responsible for managing and monitoring content of their Northern SNSM sites. Administrators are responsible to remove content that may violate the Northern and State of Oklahoma SNSM terms and conditions.

6 GUIDE LINES

- 6.1** Use good judgment about content and respect privacy laws. Do not include confidential information about the College, its staff, or its students.
- 6.2** Post only content that is not threatening, obscene, a violation of intellectual property rights or privacy laws, or otherwise injurious or illegal.
- 6.3** Representation of your personal opinions as being endorsed by the College or any of its organizations is strictly prohibited. Northern's name or marks may not be used to endorse any opinion, product, private business, cause, or political candidate.
- 6.4** By posting content to any SNSM site, the poster represents that the poster owns or otherwise has all of the rights necessary to lawfully use that content or that the use of the content is permitted by fair use. Posters also agree that they will not knowingly provide misleading or false information, and they will indemnify and hold the College harmless for any claims resulting from the content.
- 6.5** While Northern is committed to the protection of academic freedom, it shall have the right to review content posted to SNSM sites, and, with respect to any site maintained in the name of the College, may remove or cause the removal of any content for any lawful reason, including but not limited to, content that it deems threatening, obscene, a violation of intellectual property right or privacy laws, or otherwise injurious or illegal.
- 6.6** Refrain from using information and conducting activities that may violate local, state, or federal laws and regulations. If you are unsure whether certain content is protected by privacy or intellectual property laws, contact Northern's Department of Development and Community Relations.
- 6.7** If you also maintain your own personal SNSM accounts, you should avoid creating confusion over whether or not the account is associated with Northern. If you identify yourself as a Northern Oklahoma College employee online, it should be clear that the views expressed on your site are not those of the College and you are not acting in your capacity as a Northern employee. While not a requirement, Northern employees may consider adding the following disclaimer to personal SNSM accounts. "While I am an employee at Northern Oklahoma College, comments made on this site are my own and not that of the College."
- 6.8** All state and institution policies and guidelines pertaining to e-mail also apply to SNSM, including, but not exclusive to, policies regarding solicitation, obscenity, harassment, pornography, sensitive information, and malware.
- 6.9** Institution SNSM sites reflect Northern Oklahoma College so usernames, comments, photos, videos, etc., should be appropriate for a professional environment and selected in good taste.
- 6.10** Information published on SNSM sites should comply with the State of Oklahoma Information Security Policy, Procedures and Guidelines (See State Policy & Standard Specifications of this policy).
- 6.11** Respect copyright laws and reference sources appropriately. Identify any copyrighted or borrowed material with citations and links.
- 6.12** When representing Northern Oklahoma College in any SNSM activity, the employee should be aware that all actions are public and employees will be held fully responsible for any and all said activities.

- 6.13** Employees must respect the privacy of colleagues and opinions of others. Avoid personal attacks, online fights, and hostile personalities. Ensure material is accurate, truthful and without error.
- 6.14** Content that could compromise the safety of security of the public or public systems, solicitations of commerce, or promotion or opposition of any person campaigning for election to a political office or promoting or opposing any ballot proposition shall not be posted to SNSM sites. Content that promotes, fosters, or perpetuates discrimination on the basis of race, creed, color, age, religion, gender, marital status, with regard to public assistance, national origin, physical or mental disability or sexual orientation shall not be posted to SNSM sites.

7 RECORDS MANAGEMENT AND OPEN RECORDS

All SNSM communications are subject to the requirements of the [Office of Records Management](#), [Child Internet Protection Act](#) (CIPA) and [Family Educational Rights and Privacy](#) (FERPA).

All content, comments and replies posted on any official Northern SNSM sites are subject to the [Oklahoma Open Records Act](#). Information disseminated using SNSM technology is subject to being re-printed in newspapers, magazines or online in any other online media format.

Social computing content created or received by Northern employees-whether during work hours or on personal time, and regardless of whether the communication device is publicly or privately owned-may meet the definition of a record as defined by State statute, when the content is made or received in connection with the transaction of the official business of the institution and should be retained as required.

8 COMMUNICATION ALERTS

Northern Oklahoma College will use SNSM as another tool to connect with media, other campuses and the general public in times of crisis; assist with emergency, disaster or crisis communications. Information to be published on Northern's SNSM sites may include potential delays or closures of sites or services as deemed applicable and prudent by the Department of Development and Community Relations.

9 STATE POLICY AND STANDARD SPECIFICATIONS

Institutions implementation adheres to the State of Oklahoma Social Networking and Social Media (SNSM) policies which include:

- [State of Oklahoma Social Networking and Social Media](#)
- [State of Oklahoma Social Networking and Social Media Development Methodology](#)
- [State of Oklahoma Social Networking and Social Media Guidelines](#)
- [State of Oklahoma Information Technology Accessibility Standards](#)
- [Oklahoma Information Security Policy, Procedures, and Guidelines](#)

All SNSM technologies shall also adhere to the following:

- [Northern Oklahoma College Information and Instructional Technology Policy](#)
- [Northern Oklahoma College Guide to Student Rights and Responsibilities](#)
- [Northern Oklahoma College Employee Handbook](#)