Edgecombe Community College
Social Media Guidelines

The creation of any Internet based social media account, page, or site that represents the College or a College related organization or group and is separate from the College's official domains (edgecombe.edu and myedge.cc) must be approved in advance by the Online Content Manager and the Public Information Officer. Additionally, the Online Content Manager and/or the Public Information Officer must have administrative access to same.

Faculty and Staff members who wish to create a Facebook Group or Page should comply with the guidelines in the document entitled "Instructions for Creating Facebook Groups and Pages."

Questions, comments, suggestions, or requests related to the College's social media presence should be directed to the Online Content Manager at onlinecontent@edgecombe.edu.

All social media accounts, pages, or sites that represent the College or a College related organization or group must contain the following statement:

> *Representatives of Edgecombe Community College use this site for official communication purposes. Consequently, any communication via this site (whether by an ECC representative or by the general public) may be subject to monitoring, archiving, and disclosure to third parties in accordance with North Carolina Public Records Law.*

Employees, students, and friends of the College are encouraged to follow the College on its official web site as well as on various social media sites such as Facebook and Twitter.

When joining social media sites, employees and students should make sure that they read and follow the terms of use, privacy policies, etc. for each site.

Additionally, employees and students should consider the following regarding the use of social media sites:

- You should treat everything you post on the Internet as though it were available to the general public. While your postings may be restricted to those who have access to your page (commonly referred to as "friends"), you cannot control what those people do with your postings – i.e. reposting, forwarding through email, etc.

- Most social media sites require you to supply an email address when joining. When joining social media sites, you should join using your personal (not work) email account, or create separate accounts for personal and professional use. Most people will find that their use of social media sites will evolve to include numerous personal contacts making work related email inappropriate for this use. (Be aware that Facebook's terms of use prohibit maintaining more than one account. It is strongly suggested you use a personal email account when joining Facebook.)

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- Use common sense when posting information, comments, photos, etc. Everything you post reflects on you both as an individual, and in many cases as an associate of the College. Use the same amount of restraint as you would use if you were posting the information on a bulletin board in a public space.

- Use privacy settings to ensure that you do not compromise your personal information and/or safety. Do not post information online that you do not want made available to the general public.

- Use College computing resources for College related purposes. Employee access to social media sites during the workday should be reserved for business related purposes. Access for personal reasons should take place during personal time.

- Make sure your access to and use of social media sites does not violate existing College policies.

- Remember, College related social media sites may be subject to monitoring, archiving, and disclosure to third parties in accordance with North Carolina Public Records Law.