



Operating Protocol & Procedure

Details:

Number: 705

Title: Social Media Use

Category: Employees

Office of Primary Responsibility: Marketing & Communications

Approval Date: 1/15/18

Effective Date: 1/15/18

Revised: 12/9/24

Reviewed: December 2024

Purpose:

To facilitate and protect the college's image and provide consistency in its brand and messaging.

Applicability:

All employees and students, where noted.

Definitions:

None

References:

State Board of Community Colleges & Occupational Education Policy BP 3-90 ([Copyrights and Patents](#))

PCC Operating Protocol-Procedure 273 ([Copyright and Duplication](#))

PCC Operating Protocol-Procedure 701 ([Marketing & Communication Guidelines](#))

State Board of Community Colleges & Occupational Education Policy SP 3-125f ([Social Media Accounts](#))

[WCAG AA 2.1](#)

Attachments:

None

Operating Protocol:

The Marketing and Communications Department at Pueblo Community College maintains an official presence on the following social media sites:

- [Facebook](#)
- [YouTube](#)
- [Instagram](#)
- [TikTok](#)
- [LinkedIn](#)
- [SnapChat](#)
- [X](#)

All current and future officially recognized college flagship and sub social media accounts and web pages, including those representing student clubs and organizations, must be reviewed and approved by the Marketing and Communications Department through an application process. Marketing can determine the best plan of action to meet the objective. To ensure the continuity of PCC's online identity, the Marketing Department will address, oversee and approve the need, process, profile, naming conventions, graphics, and content of any current and future social media sites/accounts.

If a social media presence is approved, offices or departments should be prepared to maintain it and keep it updated, as one would with a department web page. PCC's presences on social media sites are considered to be an extension of the official website and should adhere to PCC's Graphic and Communications Standards and WCAG AA 2.1 standards.

Each officially approved account must include a disclaimer statement articulating that content and opinions contained on the site do not necessarily represent those of the college.

Inappropriate, profane, offensive, injurious, and illegal content, as well as content that does not meet the college's Graphic and Communications Standards, may be removed by college account administrators or at the direction of college/system administration.

A Marketing Department representative must be included as an administrator on all college-related social media accounts. Should a college employee, who is the administrator for an office or department's social media account, leave the college for any reason or no longer wish to be an account administrator, it is their department/division's responsibility to designate another college employee to be an administrator and remove the former employee's administrative access to the account.

While faculty are not prohibited from having students use social media to learn about it, faculty must use CCCS' official learning management system (e.g., MyCourses) instead of social media sites for facilitating coursework and teaching.

College employees are expected to adhere to the same standards of conduct online as they would in the workplace. This includes the college's Communications and Graphics Standards and federal/state digital accessibility laws. Laws and procedures in respect to contracting and conflict of interest, as well as applicable policies and guidelines for interacting with students, parents, alumni, donors, media and all other college constituents apply online and in the social media context just as they do in personal interactions. Employees are fully responsible for what they post to social media sites.

College employees are expected to use good judgment about content and respect privacy laws. They should not:

- include confidential information about the college, its staff, or its students
- represent themselves as an official PCC spokesperson nor create PCC-branded content on personal social media accounts
- include any information covered under FERPA or HIPPA confidentiality requirements
- post content that is threatening, obscene, a violation of intellectual property rights or privacy laws, or otherwise injurious or illegal
- represent personal opinions as being endorsed by the CCCS, the college or any of their organizations as this is strictly prohibited
- use college's name or marks to endorse any opinion, product, private business, cause, or political candidate
- manipulate or alter PCC's branding or logos, per PCC's Graphic and Communications Standards

Students are expected to adhere to the Student Code of Conduct.

By posting content to any social media 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 that they will indemnify and hold CCCS and the college harmless for any claims resulting from the content.

CCCS and each college shall have the right to 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 rights or privacy laws, or otherwise injurious or illegal.

Employees should 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 CCCS' legal staff.

If one maintains their own personal social media accounts, they should avoid creating confusion over whether or not the account is associated with their college. This includes using personal accounts to act in an official capacity on a non-college approved site. If one identifies themselves as a college faculty or staff member online, it should be clear that the views expressed on their site are not those of the college and they are not acting in their capacity as a college employee. While not a requirement, college employees may consider adding the following disclaimer to personal social media accounts. "While I am an employee at Pueblo Community College, comments made on this account are my own and not that of the college."

College employees wishing to establish a social media destination (e.g., Facebook page, YouTube channel, etc.) that is tied to the college-related endeavors of themselves or others affiliated with the college shall be subject to college's application process and procedures governing social media.

Faculty should be encouraged to consider the ethical ramifications of their interactions with students on social media sites.

Social media users acting on behalf of their college must adhere to all State Board Policies, System President's Procedures, and college procedures, including those pertaining to: acceptable use; copyright information; IT security; personal records privacy and security; FERPA/privacy policies; faculty/staff/student codes of conduct; and procurement rules.

Use of social media sites for the placement of advertising: The college procedure should specify that it does not authorize employees, outside of the college's marketing office, to enter into advertising agreements with social media sites.

Facebook accounts only: Colleges need to require that any of their official Facebook pages must have prominently displayed language directing the public to their official website.

Procedure:

The Pueblo Community College Marketing Department will maintain all official college social media pages. All other departments wishing to create or maintain a social media presence are required to contact the [PCC webmaster](#). Refer to [PCC's Communication and Graphics Standards](#) for the application process. Administrator privileges for the page will be granted to the person or persons responsible for updating the page, but a member of the Marketing Department must always hold an administrator position on any and all pages.

The content for all PCC-related social media accounts must maintain a consistent graphic identity and messaging, comply with WCAG AA 2.1 standards and be coordinated through the [PCC webmaster](#).

Accounts that do not follow these guidelines, or that are created without the involvement of the Marketing Department, will be subject to removal.