



## Social Networking at PHCC: Overview

### **Access:**

Patrick Henry Community College provides access to the Internet for all of its employees and students as a privilege. Using social media sites as part of the professional pursuits in your affiliation with Patrick Henry Community is permitted as part of this privilege accepting that the following guidelines are kept. The college defines “professional activities” as those that advance the college’s mission of education and public service.

### **Purpose:**

Each employee and student is reminded when he or she posts, replies, or shares on a social networking site from a Patrick Henry Community College e-mail address or from a profile or page that bears the Patrick Henry Community College name or logo the employee/student is acting as a representative of the college. As such, employees/students who are utilizing such sites as Facebook, Instagram, Twitter etc. as representatives must use these sites only to communicate with other students, faculty, staff or professional colleagues in matters related to their professional responsibilities at PHCC.

### **Requirements:**

Employees or students desiring to start a or a page/ account that is identified with the college by the name, logo or other identifiable information or that uses a Patrick Henry Community College e-mail account must consult the Public Relations and Marketing department in advance prior to initiating said account/page/group. In addition, staff or faculty using either a PHCC address or a personal address to create or post comments to blogs should include this disclaimer: *The postings on this site are my own and don't necessarily reflect Patrick Henry Community College's opinion, strategies or policies.*

### **Prohibitions**

Some activities that would NOT be considered acceptable uses of the Internet from a PHCC-affiliated account or profile include but are not limited to:

- Conducting personal social relationships unrelated to PHCC activities
- Using and creating an account with dating and/or matchmaking sites
- Engaging in partisan political fundraising activity
- Engaging in online gambling
- Publishing any content, whether shared or created by you, that is obscene or untrue
- Using social networking sites or blog postings to harass others
- Selling goods or services for personal financial profit

**Recommendations:**

If individuals on campus wish to use personal e-mail accounts on social networking sites or to maintain a blog, the college encourages its employees to keep in mind these recommendations:

- **Blog at your own risk:** When you air your personal opinions via a blog or a social networking site, you are legally responsible for your commentary. Outside parties actually can pursue legal action against you for postings. Please note that the college will not indemnify an employee for anything she or he writes on a blog, either under the PHCC e-mail account or a private one. Furthermore, the college reserves the right to take personnel action against any employee who uses the Internet with college equipment or e-mail addresses for illegal or inappropriate activities.
- Social network and blog postings may generate media coverage—be prepared to attract media interest and observe the college policy, summarized below, for fielding queries from reporters.
- Be thoughtful and accurate in your posts regarding the college and colleagues. All college employees can be viewed as representative of PHCC—even if they use non-college addresses—and that can add significance to your postings/comments.
- Be discreet, respectful, gracious and as accurate/factual as you can be in any comments or content you post online. Take particular care of spelling, punctuation and grammar—it DOES reflect on you professionally, as well as on the college.

Social media posts can sometimes attract the attention of reporters and you may find a member of a media outlet, whether print, broadcast or Internet site, contacting you for additional comment about a subject in your postings or area of expertise. The Office of Public Relations strongly urges faculty and staff to refer all such media queries directly to our office prior to responding to such queries. Queries directed to staff must be handled in collaboration and consultation of the Office of Public Relations.

# Social Networking at PHCC: Guidelines

PHCC supports the use of social networking for students, faculty and staff members to connect and express their ideas. Below is a list of guidelines for employees and students to use these forums effectively and safely.

## I. **Creating an official PHCC Social Media Account**

- Contact Amanda Broome (276) 656-5478 [abroome@patrickhenry.edu](mailto:abroome@patrickhenry.edu) or Kris Landrum at (276) 656-0259 [klandrum@patrickhenry.edu](mailto:klandrum@patrickhenry.edu) in the Public Relations Department about the account/page you want to create relating to PHCC.
- Include the department, club, etc. name along with the goal or purpose of the site.
- Designate an administrator(s) to update the site regularly and moderate comments.
- PHCC's Social Media Manager should be given administrative access to the page/account if at all possible.
- Site administrators should notify the Public Relations Department if there are changes to administrative duties or personnel.

## II. **Maintaining an official PHCC Social Media Account**

- Consistent updates are important to avoid stagnancy.
- If discussions involve sensitive or controversial material, contact your immediate supervisor. Make sure a person is designated to moderate the site for illegal, disrespectful or vulgar content. Monitor feedback and discussions with discretion and good judgment.
- Avoid inaccuracies. Information should always be truthful and accurate. Think before you post.
- Using official PHCC Social Media Accounts to promote other personal agencies, organizations or businesses is prohibited. Sharing information to PHCC pages is permitted, as long as there is a direct benefit to our students that does not entail financial benefit to the poster. If you have a question about a post, ask your immediate supervisor or contact Amanda Broome at (276) 656-5478 or [abroome@patrickhenry.edu](mailto:abroome@patrickhenry.edu).
- When creating or posting to social media sites relating to PHCC, students, faculty and staff should adhere to all policies and procedures outlined in the PHCC College Catalog.

Revised January 2016



# Patrick Henry Community College

Please sign below to acknowledge you have received the guidelines to Patrick Henry Community College Social Networking.

Violations of the Patrick Henry Community College Social Networking Policy will be examined on a case-by-case basis by the Public Relations Department. Failure to sign or to abide by these guidelines may result in forfeiture of administrative privileges to your college-affiliated media profile.

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Print

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Signature

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Date