GRAYS HARBOR COLLEGE

**Administrative Procedure**

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| Procedure Name | Social Media |
| Policy Number | **903.01** |
| Date Adopted | 5/10/2022 |
| Date(s) Revised | |

A. Introduction

Grays Harbor College uses Facebook, Instagram, Twitter, and other social media platforms for marketing purposes. This document outlines the procedure for creating and managing official GHC accounts on Facebook, Instagram, and Twitter.

Note: this document is not a step-by-step guide. We recommend that you read the document in its entirety before starting the process of setting up a new social media account. Detailed how-to guides are available on the Intranet to help set up and manage your accounts on Facebook, Instagram, and Twitter.

Please reach out to socialmedia@ghc.edu if you have any questions.

B. Set Up

Before setting up a Facebook, Instagram, or Twitter account on behalf of GHC, email socialmedia@ghc.edu so that your account(s) can be added to the list of GHC's official social media accounts.

If you would like to create an official GHC account on an emerging social media platform and/or one where GHC is not already present (i.e., Twitch, TikTok, etc.), please email socialmedia@ghc.edu and receive permission before creating an account.

1. Business/Professional Use:
   When creating an account for official GHC use, make sure that you create a business/professional account, not a personal one. The steps to create a business/professional account vary by platform and the how-to guides are available on the Intranet.

2. Linking Facebook and Instagram Accounts:
   If you are creating both Facebook and Instagram accounts, make sure to link them together, so you can maintain administrator accounts on both. For assistance linking Facebook and Instagram accounts, view the how-to guides available on the Intranet.

3. Account Administrators:
   On platforms where it is available, we recommend adding a second user as an administrator on the account. For information about adding administrators to your GHC Facebook and Instagram account, please see the how-to guide on the Intranet. On platforms where adding administrators is

not possible, we recommend storing the account's login information in a secure location so that someone else in your department can access the account in case of your absence. The administrators and stored log-in information should be reviewed regularly to make sure it is up to date.

C. Account Security

As the administrator of a GHC social media account, the security of that account is your responsibility and is of utmost importance. This section outlines how to maintain the security of your GHC social media account.

1. Passwords:
   Use secure passwords when setting up your account and change passwords on a regular basis to maintain security. In the event of employee turnover, update all account passwords if that employee had access to your account.

   While at least one other person in your department should be able to access your GHC social media account, do not share login information with anyone who does not need access to the account. Do not write your username and password down or share via email. Treat this information as sensitive and store it in secure files or password protected documents.

2. Managing Official Accounts using a Mobile Device:
   As a public institution, content published by GHC and its employees on official social media accounts is subject to the Washington State Public Records Act, RCW 42.56. If you post content on social media using a mobile device, that mobile device may also be subject to public records requests. This includes personal mobile devices. Consider using scheduling tools to post content to mobile-first platforms like Instagram (links to scheduling tools and other resources are available on the Intranet).

   If you use a personal mobile device to manage an official GHC social media account, take extra precautions to keep your device and the account secure. Log out when you are done posting, do not share passwords, and use dual authentication and other tools available within each social media platform to maintain security.

D. Photos and Graphics

GHC has a photo library available on the Marketing and College Relations section of the Intranet. Photos and videos are also available for purchase on Shutterstock.

1. Copyrighted Material:
   Using copyrighted material on GHC social media accounts is prohibited without written permission from the creator. Links to websites that provide royalty-free images and graphics are available on the Intranet.

2. Photo Releases:
   Signed photo release forms are required prior to posting photos or videos featuring individuals. If the individual featured is under the age of 18, the release form must be signed by their parent or legal guardian.

As the administrator of a GHC social media account, it is your responsibility to maintain a file of all photo releases. You may be asked to provide a copy of a photo release at any time, so make sure that your files are well organized.

E. Social Media Use During Emergencies

In the event of an emergency, please refrain from posting on your GHC social media account, except to re-blog or share the exact post from GHC's main social media accounts. Do not post additional updates or commentary on your GHC account during emergencies, or in reference to emergencies, and refrain from posting until emergency protocols are lifted.

If followers of your account comment or send messages related to an emergency, direct them to GHC's main accounts for accurate and up-to-date information. Then, email the comment or message to socialmedia@ghc.edu.

F. Social Media Community Management

Social media communities are built on frequent interaction—and users expect frequent posts and timely replies. It is recommended that you log into your account regularly to stay engaged with the userbase. Check for comments and messages Monday through Friday. Like, comment, and respond as necessary. If someone sends or posts a question that you are unable to answer, reach out to the appropriate area of GHC for advice on how to proceed. Do not leave questions unanswered for longer than one business day.

There are many GHC accounts on social media. Many of our community partners also have a presence on social media. Follow accounts that are relevant to your audience; share and engage with their content to help increase the reach of your account.

G. Negative Interactions on Social Media

While social media platforms provide many opportunities for GHC to foster a sense of community online, there is also a chance that negative interactions will take place on your GHC social media account. If this happens, it is important to respond thoughtfully and follow the approved procedures.

1. Complaints and Negative Feedback:
   If someone posts a complaint or negative feedback on your page, you may feel the urge to respond quickly and/or defensively, but you should try to avoid engaging in a sequence of negative comments. Instead, if appropriate, request that the individual send you a private message with more information. Other times, it may be best not to engage. If the negative interactions escalate, email socialmedia@ghc.edu for advice on how to proceed.

2. Hiding or Deleting Comments:
   Because GHC is a State institution, and social media accounts are considered to represent that institution, hiding or deleting comments can be construed as a State institution denying free speech. In general, do not hide or delete comments posted on your GHC social media account. If you believe a post or comment should be hidden or deleted, please email socialmedia@ghc.edu for guidance on how to proceed. We may need to loop in the Executive Team or even the AAG.

We ask that you reach out to socialmedia@ghc.edu to ensure that we abide by policy and protect the college from lawsuits.

We understand that situations may arise where comments need to be hidden swiftly. Exercise your best judgement in reference to GHC's social media policy (section III.B). If you do hide comments or block individuals, please email socialmedia@ghc.edu with as much detail as you can provide as soon as possible. If you need assistance over the weekend or after business hours, contact your E-team administrator.

Examples of reasons you may need to hide/delete a post without waiting:

- Threats of violence against the college or an individual
- Racial slurs
- Exposure of an individuals' contact information (phone, address, etc.)

3. Blocking Individuals:
   GHC reserves the right to restrict or block individuals who violate GHC's social media policy from interacting on and with GHC's social media. Do not restrict or block individuals yourself. Please email socialmedia@ghc.edu if you believe someone is in violation of the social media policy. Individuals sanctioned under the social media policy have a right to a review, which can be requested by emailing socialmedia@ghc.edu.

4. Reporting Individuals:
   Individuals engaging in or encouraging others to engage in illegal activity, including but not limited to threats and harassment, may be reported to law enforcement. Students who engage in bullying, personal attacks, and other violations of the student conduct code may be subject to disciplinary action. Please email socialmedia@ghc.edu if you believe someone's conduct on your account requires disciplinary action and/or the involvement of law enforcement.

G. Archiving

GHC is required to submit all marketing material to the Veterans Affairs Office of Audits and Evaluations annually. This includes all content posted by official GHC social media accounts (posts and stories).

As an administrator of a GHC social media account, it is your responsibility to make sure all of the content that you post is archived. Facebook, Instagram, and Twitter allow you to export all content posted easily within the platforms themselves. For assistance exporting content from Facebook, Instagram, and Twitter to archive, view the how-to guides on the Intranet.