

**AIKEN TECHNICAL COLLEGE
PROCEDURE**

Procedure Title:	SOCIAL MEDIA	Procedure Number:	2-4-105.3
Institutional Authority:	Chief Advancement Officer		
Associated SBTCE Policy/Procedure:			
Governing ATC Policy:	2-4-105		

Approved: 
President


Chief Advancement Officer

Date
Adopted: 07/01/2004
Date
Revised: 07/25/2022

DISCLAIMER

PURSUANT TO SECTION 41-1-110 OF THE CODE OF LAWS OF SC, AS AMENDED, THE LANGUAGE USED IN THIS DOCUMENT DOES NOT CREATE AN EMPLOYMENT CONTRACT BETWEEN THE EMPLOYEE AND THE AGENCY.

Social media sites are important for sharing information with the external public and ATC faculty, staff, and students.

Social media sites covered in this procedure include, but are not limited to the following: Facebook, Twitter, Instagram, YouTube, LinkedIn, TikTok, and blogs. This procedure also covers any new, emerging or existing social media sites regardless of the status of the College's official, primary presence on the site(s).

The Office of Marketing and Communications (MarCom) is responsible for maintaining the College's positive brand association and online reputation and ensuring compliance with the College's branding and style guidelines.

A. Approval Process

MarCom must review and approve all officially-recognized Aiken Technical College social media accounts. MarCom reserves the right to deny requests.

- To initiate the process, ATC employees interested in establishing an officially-recognized social media account must begin by submitting a request through the ATC Request System and participate in a meeting with MarCom to discuss the scope, intent, and goals of the desired account.

- Officially-recognized ATC student organizations interested in establishing a social media account on behalf of their student organization must engage their assigned advisor(s) in the process. Requests can only be submitted by advisors on behalf of the student organization.

Creating an account outside of this process and without authorization from MarCom is prohibited.

B. Account Management and Administration

- One official, primary ATC account shall exist per social media platform, as created by MarCom. This account will be maintained by MarCom and will be the predominant venue for general college interaction on that particular platform.
- Official social media accounts for offices, departments, organizations, or groups within the college are secondary to the official accounts and may only be created by MarCom upon evaluation and approval of the request. MarCom must have administrative access to all accounts created on behalf of the College or any of its departments, offices, organizations, and groups.
- Official social media accounts must have at least two ATC employees, including at least one MarCom staff member, as administrators at all times. Should an administrator of an account leave the College for any reason or no longer wish to be an account administrator, it is the responsibility of the remaining administrator to remove the former employee's administrative permissions, designate a replacement, and notify MarCom.
- Should an account administrator no longer wish to serve as administrator, they should work with MarCom and their supervisor to find a replacement. If a suitable replacement cannot be found, or if it is determined the social media account is no longer necessary, the account administrator must contact MarCom.
- Administrators of official social media accounts are expected to frequently update their account with relevant, engaging, and accurate content. Administrators must also regularly monitor their account, promptly respond to user concerns or questions, and address or remove inappropriate or questionable content or communications. Non-MarCom staff administrators of official, secondary ATC accounts for a division, department, organization or group will have the primary responsibility of managing and monitoring their account.
- Administrators of social media accounts are required to participate in periodic social media account users group meetings hosted by MarCom for the purpose of sharing social media information, updates to policies and procedures, and best practices.

- All administrators and managers of social media accounts must sign an agreement annually to indicate their intent and agreement to comply with the College's policies and procedures.

C. Social Media Content and Usage

- Official social media accounts must comply with the terms of use for the respective social media platform, in addition to College policies and procedures, and the College's branding and style guide.
- Unless otherwise directed by the President or his/her designee or explicitly indicated in an employee's job duties, employees do not have authority to speak on behalf of the College on any social media platform.
- If photo editing is necessary, care should be taken to appropriately retouch the photograph without altering the subject or in a way that would cause embarrassment of the subject(s).
- MarCom reserves the right to remove content, without notice, for any reason from official social media accounts, including but not limited to, violations of College policy and procedures and content that it deems threatening, obscene, a violation of intellectual property rights or privacy laws, or otherwise injurious or illegal. MarCom reserves the right to initiate a warning and/or deactivation process if the social media administrator fails to follow these guidelines.
- Only the College's official, primary social media accounts may use the College's logo and/or seal solely as a profile photo or other main identifier. Other uses of the College's logo and/or seal must adhere to ATC branding and style guidelines.
- The College's official, primary social media accounts are required to include the following disclaimer on the page or in the profile information (as space allows):

Aiken Technical College encourages our fans, followers, and friends to share their thoughts with one another by engaging with posts. We encourage thoughtful and civil conversation with the following guidelines:

- *Comments must be constructive, relevant to a topic discussed and to the point.*
- *Posts that are abusive, contain profanity, are threatening in tone or devolve into personal attacks will be deleted.*
- *Anonymous comments will not be published. Please do not post links unless you identify, by name, who you are and explain where your link goes, especially if you are a for-profit organization. This is to distinguish spam from legitimate opportunities for the ATC community.*
- *Messages selling or promoting commercial products or ventures will not be permitted.*

- *ATC reserves the right to remove content from the page at its discretion for any reason. Posted comments do not necessarily reflect the opinions or policies of the College.*
- All official, secondary social media accounts are required to include the following disclaimer in their page/profile information (as space allows):

The postings on this site are those of the site administrators and do not necessarily reflect Aiken Technical College's opinions or policies. ATC students posting to this page are subject to ATC policies including the Student Code of Conduct and Network Acceptable Use policy. ATC reserves the right to remove content from the page at its discretion for any reason.

D. Evaluation and Warning

Officially-recognized social media accounts will be periodically reviewed and evaluated for adherence to this procedure and established College branding and style guidelines. Should it be determined that a secondary, official social media account has failed to adhere to the procedure and/or established College branding and style guidelines, MarCom will consider it for warning status.

MarCom will notify the social media account's administrators if the social media account is placed on warning status. To return to good standing, the social media account administrator(s) must meet with MarCom staff, submit a social media account management plan to MarCom, and be re-evaluated at a date determined by MarCom.

During the follow-up evaluation, the social media account will be re-evaluated for compliance with this procedure, established College branding and style guidelines, and implementation of the social media account management plan.

Failure to return to compliance and/or being placed on warning status twice within an academic calendar year may be cause for account deactivation.

E. Social Media Account Deactivation

A social media account may be deactivated for the following reasons:

- Determined that it is no longer needed and/or is no longer able to be properly managed;
- Placed on warning status at least twice within an academic calendar year; OR
- Chronic failure to adhere to procedure and/or College branding and style guidelines.

Every effort will be made to work with account administrators to keep the account active and ensure adherence to social media guidelines. However, should a social media account be identified for deactivation, MarCom will work with the account administrator to properly deactivate the account and archive any information from the page (if and as allowed per the social media platform's terms and conditions).

F. Existing Social Media Account

Administrators of social media accounts established prior to the approval and implementation of this procedure are required to notify MarCom of the account's details and be evaluated for compliance to this procedure. Upon evaluation, MarCom will work with account administrators to bring accounts into compliance or begin the deactivation process.