



Name: Social Media Policy

Category: Marketing and Branding Policies

Subject: Use of official Delaware Tech social media accounts; Personal use of social media by Delaware Tech students and employees

Owner: Strategic Communication and Marketing

Related Procedures: N/A

Related Forms: N/A

I. SCOPE

This policy applies to the use of all DTCC social media accounts and to the personal use of social media by DTCC employees and students.

II. POLICY STATEMENT

The goal of Delaware Technical Community College’s social media accounts is to foster an online community for various Delaware Tech constituents: students, faculty & staff, executive leadership, community members, alumni and other College audiences. Social media serves as a revolutionary communication channel that continues to shift the way Delaware Tech’s message is disseminated. DTCC platforms are limited public forums established to promote DTCC programs, partnerships, and educational and employment opportunities for the general public.

III. POLICY

See Attached

IV. EFFECTIVE DATE(S)

This policy is effective on the date of approval.

V. FREQUENCY OF REVIEW AND UPDATE

This policy will be reviewed and updated every two years.

VI. SIGNATURE AND DATE OF APPROVAL

A handwritten signature in blue ink, appearing to read "Mark T. Brainard", is written over a horizontal line.

Mark T. Brainard, President

A handwritten date "10/7/2020" in blue ink is written over a horizontal line.

Date



Social Media Policy

I. Introduction

The goal of Delaware Technical Community College's social media accounts is to foster an online community for various Delaware Tech constituents: students, faculty & staff, executive leadership, community members, alumni, and other College audiences. Social media serves as a revolutionary communication channel that continues to shift the way Delaware Tech's message is disseminated. DTCC platforms are limited public forums established to promote DTCC programs, partnerships, and educational and employment opportunities for the general public.

II. Social Media Policy Goals

All social media accounts and content managed by Delaware Tech employees will uphold the College's mission:

Students are at the center of everything we do. We empower students to change their lives through comprehensive educational opportunities and supportive services. As the state's only community college, we provide quality education that is accessible, relevant, and responsive to labor market and community needs while contributing to Delaware's economic vitality. We value all individuals and strive to provide an inclusive environment that fosters equity and student success.

The social media policy aims to outline recommended practices for both Delaware Tech official social media accounts and professional and personal use of social media by Delaware Tech employees. We strive to create professional social media environments that mirror our key messages including:

- Positioning Delaware Tech as an accessible and respected educational resource partner
- Showcasing student achievements, personal fulfillment and professional success
- Showcasing Delaware Tech's accomplished, knowledgeable, dedicated faculty and staff who inspire students in a supportive environment
- Fostering an innovative environment

III. Academic Freedom & Copyright

The social media policy is subject to the College's policies on academic freedom and copyright.

Intellectual Property

Social media content is intellectual property; therefore, Delaware Tech must always give the proper credit to:

- Authors
- Photographers
- Videographers
- Creators of artwork

Use Copyrighted Materials

Assume all published works, whether a writing or an image, and including everything online, to be under copyright protection. It doesn't have to have the "©" to be protected. Copyright isn't the same as plagiarism and can't be cured by providing a citation. A College employee can legally use any copyrighted work that is in the public domain; anything a College employee or a colleague created during the course of their employment; anything published by the U.S. government; and any work for which the copyright owner has given permission to use.

Methods for obtaining usage rights include the following:

- Contact the owner of the copyright
- Contact the Copyright Clearance Center by visiting www.copyright.com

Fair Use

If use of a copyrighted work is not authorized by one of the exceptions listed above, it may be permissible under the "fair use" doctrine. Determining whether use is "fair use" is difficult and fact-specific.

Please contact the Office of General Counsel to determine if the "fair use" doctrine applies, or obtain written permission from the copyright owner.

Implications of Posting Material on Social Media

According to service agreement terms for social media sites such as Facebook and Twitter, they have a license to use, copy, publish, or distribute content posted on their platforms.

Proper Use of Delaware Technical Community College's Brand

Creating a page under the Delaware Tech umbrella requires approval from the College through submitting this [form](#). In addition, posts on the College's social media sites must use approved graphics that represent the Delaware Tech brand. The collegewide strategic communication and marketing team provides approval.

The College's name, in any word form, logos and other registered trademarks are protected by intellectual property laws. Unofficial social media accounts should never use the Delaware Tech logo or any other College graphics, symbols, or wordmarks. The College reserves the right to take any steps necessary, including legal action, to protect its intellectual property interests. All posts should be accurate and transparent.

Legal Guidance

All College employees shall contact the College's general counsel with any question or concern regarding applicable intellectual property laws.

IV. Official Delaware Tech Accounts

The College manages official accounts on the following platforms:

[Facebook](#)

[Twitter](#)

[Instagram](#)

[YouTube](#)

[LinkedIn](#)

The College's athletics program manages an official account representing all sports on Instagram: [@DTCCAthletics](#)

The College's Workforce Development and Community Education division manages accounts on the following platforms:

[Facebook](#)

[Twitter](#)

[LinkedIn](#)

The College's public safety division manages an official account on Twitter: [@DTCCSafety](#)

These social media guidelines are intended to protect the College's reputation and image and to create an orderly, respectful, and civil forum for related communication. The establishment of this policy ensures information shared on social media channels follows the same high standards as printed and web publications.

Roles and Responsibilities

Content is created, guided, and managed by Delaware Tech's collegewide strategic communication and marketing team. Only a limited number of team members have access to those accounts. The social media manager (with team support) is responsible for maintaining and monitoring the College's official social media accounts on a daily basis to ensure that all content posted on, shared with, and linked to a College account is appropriate. All account information, including emails and passwords, for College social media accounts shall be securely stored and accessible to the collegewide marketing team.

Password Security

The College's social media manager will change the passwords of the Delaware Tech official accounts every two months and will share those passwords with a select few team members to ensure account privacy and security. The social media manager shall regularly check the privacy settings for each College social media account to ensure each is protected and has adequate visibility.

Social Media Publishing Guidelines

All College-related communication through official accounts should remain professional, error-free, and in accordance with the College's strategic goals, mission, and values.

Content of Posts and Comments

Delaware Tech's collegewide strategic communication and marketing team should be mindful that all statements, comments, and posts are made on behalf of Delaware Tech or other College-related divisions. Team members always should use discretion before posting and commenting. If there is any question or hesitation regarding the content of a potential comment or post, it is better not to post. All content shall be appropriate for a professional academic setting.

Prohibited Content for Posts

Content must not violate any state and federal laws, faculty and staff handbooks, and regulations or policies, including but not limited to FERPA, ADA/Section 504 of the Rehabilitation Act and NJCAA regulations. Posts should never divulge confidential employee or student information maintained or possessed by the College or be on behalf of Delaware Tech including but not limited to GPA, SSN, home addresses, personal cell phone numbers, and financial information. The College reserves the right to delete content that violates these guidelines. The College's Personnel Policy Manual and Acceptable Use of Electronic Networks Policy govern employee use of official College social media accounts and posting inappropriate content could subject an employee to disciplinary action, up to and including termination of employment.

Monitor Comments and Discussions

Delaware Tech's collegewide strategic communication and marketing team monitors each platform for any potential discussions and off-topic or abusive comments. The College will respond to customer-service related comments and questions in a timely manner whether through a direct/private message or comment. Depending on the nature of comments, complaints or grievances will be responded to on a case by case basis. When appropriate, team members monitoring the account should attempt to take the conversation offline or ask the commenter to send a private message.

DTCC platforms exist to further the College's educational mission through civil discourse. Overtly abusive, offensive, or harassing comments that are not germane to a topic under discussion will be removed.

Comments that would offend a reasonable person which are germane to a topic under discussion will be permitted to remain, but the College will note that the comments do not reflect the views or values of DTCC. Comments that contain offensive, abusive, or harassing content based on race, gender, religion, or sexual orientation, or which incite violence or otherwise encourage criminal activity, will be deleted whether germane to a discussion or not.

Deleting or Blocking Accounts

When external accounts comment, reply to, or message more than one time with offensive language, offensive slurs, or personal harassment, the account will be considered for “blocked” status and the College’s general counsel will be notified. Any blocked account will be added by the social media manager to a “Social Media Blocked Accounts” list that will be retained by the collegewide strategic communication and marketing team.

Photography and Video

The collegewide strategic communication and marketing team may post pictures and video of students, faculty, and staff at College-related events on the College’s social media accounts. Any student, faculty, or staff member wishing to be removed from a site should contact the social media manager (nhines@dtcc.edu) to make that request. The College will then make every effort to remove the information or photos immediately.

V. Social Media Policy for Delaware Tech Employees

Delaware Tech recognizes that its employees are authentic ambassadors of the College and encourages employees to use social media to spread the mission of the College.

Encouraged Social Media Use

Delaware Tech employees are ambassadors, and if willing, should engage in social media to create excitement about the College brand and to add value. Our mission should be kept in mind at all times when using social media.

Voluntary Participation

Delaware Tech employees are encouraged, but not required, to create and use their personal social media accounts for College-related content.

Personal Use of Social Media on Personal Time

Use of personal social media accounts on personal time (i.e., outside of work hours) is not governed by this policy, but employees should be mindful of the personal content they post if they associate their accounts with the Delaware Tech name*. Adding “Delaware Tech” to a biography section of your social media account signifies your association with the College. Employees should adhere to standards of professional conduct at all times when engaging online on behalf of Delaware Tech. Those who identify themselves as Delaware Tech employees are creating perceptions about their expertise and about Delaware Tech.

Employees should ensure that all content associated with them is consistent with Delaware Tech's values and standards. They should understand that personal profiles can be linked to and associated with communities they manage professionally.

Employees who post comments that are not in the best interests of the College regarding matters within the scope of their employment will be subject to corrective and/or disciplinary action, up to and including termination, whether such comments are posted on a personal social media account and/or occur on an employee's personal time.

**In a situation in which an employee who has identified themselves as a Delaware Tech employee misrepresents or falsely portrays the College's mission or values, that individual may be contacted by the College's marketing team, human resources, or legal counsel and will be subject to disciplinary action, up to and including termination of employment. .*

Personal Use of Social Media on College Time

Personal use of social media on college time (i.e., during work hours) is governed by this policy and encouraged for the specific purpose of promoting the College, its students, faculty, and employees*. The College's Personnel Policy Manual and Acceptable Use of Electronic Networks Policy governs personal use of social media on College time, and failure to use social media appropriately on College time could subject an employee to disciplinary action. Employees should be mindful in regard to the amount of time spent on social media during work hours that is not related to the College and should fully review this policy and Section 11.13 of the PPM. A College employee using personal social media on College time shall restrict such use to college-matters and shall refrain from making comments or sharing content of a disparaging or offensive character in violation of these guidelines. The College may require an employee delete a post or content on an employee's personal social media account if it in any way misrepresents or falsely portrays the College's mission or values.

Delaware Tech encourages employees to choose between blending personal and professional use of social media or keeping personal and professional separate. Employees should take personal responsibility for their comments, usernames, and information that is public. It's encouraged that employees and students periodically check privacy settings on each platform they use.

**In a situation in which an employee who has identified themselves as a Delaware Tech employee misrepresents or falsely portrays the College's mission or values, that individual may be contacted by the College's marketing team, human resources, or legal counsel, and will be subject to disciplinary action, up to and including termination of employment.*

Photography and Videography

Please refer to section IV for photography and videography guidelines.

Information Security

College employees are encouraged to minimize security risks to social media accounts and profiles that could harm the College's reputation. Social networking services and accounts; and particularly those with College affiliation may be an attractive online target. A compromised account can harm the College's reputation.

To minimize risks to College social media accounts and profiles, employees should: (1) use strong passwords that are not easy to guess or obtain, ideally in conjunction with using a password management application/software; (2) activate multi-factor authentication for all accounts when it is available; (3) register accounts using only @dtcc.edu email addresses; and (4) regularly monitor social media accounts; especially when they are not used frequently. Finally, College employees should also maintain a plan for recovering any social media accounts in the event they are compromised. If an employee suspects that a College social media account has been compromised, please notify College IIT staff immediately, as well as a member of the collegewide strategic communication and marketing team.

The College does not endorse or use any social network Internet communication service or media sharing service as a secure means of communication for online business transactions or matters involving personally identifiable information. The College will not ask for, nor should an individual send any credit card or payment information, privileged information, private information, or information subject to non-disclosure agreements via any social network internet communication service or application.

VI. Delaware Tech Associated Accounts

The following section of the social media policy outlines rules and guidelines for Delaware Tech employees who are managing a Delaware Tech-related social media account or wish to start one. The social media manager maintains a list of all accounts associated with Delaware Tech. If a requested account is approved, it will be added to the list stored on the collegewide marketing drive.

Proper Use of Delaware Technical Community College's Brand

Please refer to section III for proper use guidelines.

Creating a Delaware Tech Associated Account

If you are interested in creating a social media account for a department, initiative, or internal organization, you are **required** to fill out the following form:

<https://delawaretech.wufoo.com/forms/social-media-account-request/>

Note: New accounts will be approved on a case by case basis by the collegewide strategic communication and marketing team, depending on the goal of the account, management of the account, audience, frequency, content, and more. If accounts are created without approval, they are subjected to removal.

Collegewide Approach

Please remember, all accounts are required to be collegewide accounts, even if the department or division is split between campuses. Campus names should be included in the name of the accounts. All accounts must be registered under a Delaware Tech email address. If they do not, please change to an appropriate email.

Managing a Delaware Tech Associated Page

If you created a Delaware Tech social media account prior to June 1, 2018, please complete the following form:

<https://delawaretech.wufoo.com/forms/social-media-account-registration/>.

It is highly recommended you keep your account access limited to two or three individuals. If an employee leaves the College, please change the account password or revoke access to log-in information.

Note: All Delaware Tech employees who manage a Delaware Tech-associated social media account must abide by the policy outlined above for official Delaware Tech accounts.

Negative Comments or Activity

When Delaware Tech-associated accounts receive a comment, reply, or message that contains offensive language, negative sentiment, offensive slurs, or personal harassment, please contact the social media manager (nhines@dtcc.edu) within 24 hours prior to responding.

Blocking Accounts of Deleting Comments/Messages

Never block an account or delete a comment or message without approval from the social media manager (nhines@dtcc.edu).

VII. Delaware Tech Athletics

The College maintains one Instagram account for Delaware Tech Athletes ([dtccathletics](#)). Any team-specific or sport-specific social media channel must have the approval of the social media manager, collegewide director of athletics, and associate vice president for academic affairs. It is against social media policy to create any team-specific or sport-specific social media channels. This does not apply to accounts created prior to 2017. Delaware Tech coaches who choose to manage coach-focused accounts can do so and are subject to this policy. Questions can be directed to Jason Burlew, jburlew@dtcc.edu or Natalie Hines, nhines@dtcc.edu.

VIII. Delaware Tech Clubs

The collegewide strategic communication and marketing team maintains a list of all active and official Delaware Tech club accounts.

If you are an advisor of a club, please register your club's account each academic year:
<https://delawaretech.wufoo.com/forms/social-media-account-registration/>

In addition, the following guidelines are highly recommended:

1. The corresponding club advisor (a Delaware Tech employee) should have access to any account created for the club or group.
2. The club account should abide by this policy as it reflects the College's mission and goals.
3. Club members (students) should be aware of the rules and guidelines outlined in the Delaware Tech student handbook.
4. It is recommended that only two or three students have access to one account at a time. Advisors should maintain access to the account at all times.
5. It is recommended that the club advisor changes the password to the account when a student graduates or leaves the club.

IX. Best Practices

Delaware Tech employees interested in social media are invited to implement the following best practices for specific social media platforms.

Facebook

- Like and follow the official Delaware Tech Facebook page.
- Like, share, or comment on Delaware Tech Facebook posts.
- Accompany all posts with some type of visual: photograph (s), infographic, image from a link/article, etc., as this will likely increase your engagement.
- Aim to post three to seven times a week.
- Consider using the Facebook Pages Manager app to keep the Delaware Tech page and your own Facebook profile separate. Also, take advantage of Facebook's "Creator Studio" which allows you to manage your page's content easily and schedule posts.
- Keep posts short, as Facebook limits length by incorporating a default "read more" when you exceed character count.
- Continuously evaluate your engagement through the Facebook Insights tool.

Twitter

- Follow the official Delaware Tech Twitter account, @Delawaretech.
- Post content that relates to the community or state (i.e., use #netDE when possible).
- Engage by tagging other enterprises, companies, and organizations.
- Aim to post two to three times daily.
- Implement hashtags for events and campus-wide happenings.
- Retweet or like Delaware Tech tweets or post what is happening in the classroom, interesting articles relating to your field of study/industry or help promote Delaware Tech events, programs, and other news.
- Use official hashtags to join the conversation.

Instagram

- Ensure your images and posts reflects the image of Delaware Tech.
- Post your very best photo – not every photo.
- Aim to post three to four times a week.
- Use hashtags but make sure to search them before using to ensure the hashtag does not have multiple meanings.
- If you have a personal Instagram account, post clear photos of College-related events, programs, etc., and use a corresponding hashtag.

LinkedIn

- Follow the Delaware Tech official LinkedIn account.
- Use a professional headshot and name.
- Ensure your place of employment or employer is Delaware Technical Community College.
- Post or share content that relates your industry or field.

X. Delaware Technical Community College Official Hashtag Directory

#comm_college

The official hashtag for conversations regarding community colleges in general. The hashtag originated from the American Association of Community Colleges (AACC), the primary advocacy organization for the nation’s community colleges. Consider using it when the conversation focuses on the value, importance, and overall reputation of community colleges.

#CommunityCollegeMonth

Annual hashtag to be used with content pertaining to each Community College Month celebrated in April.

#DelTechMakesDE

Official hashtag for Delaware Tech’s advertising campaign.

#DTCC22in22

The official hashtag for any conversation related to Delaware Tech’s military community by supporting 22in22 during September for Suicide Prevention Month.

#DTCCAlumniPride

The official hashtag for any conversation related to Delaware Technical Community College alumni, alumni success stories and “alumni profiles.”

#DTCCAthletics

The official hashtag for any conversation related to Delaware Technical Community College athletics. Often used with the “Athlete of the Week” campaign, sports games, coaches, and other information pertaining to Delaware Tech sports.

#DTCCGrad[#] (e.g., #DTCCGrad2020)

The official hashtag for Delaware Technical Community College’s graduation ceremonies and promotion. The hashtag is used throughout the year to celebrate graduates.

#DTCCFutureGrads

The official hashtag for Delaware Technical Community College’s New Student Orientation, Welcome Days, and other College events that relate to new students.

#DTCCPride

The official hashtag for any conversation related to Delaware Technical Community College, its achievements, success stories, or events promoting the College. This hashtag strongly supports the “one college” philosophy.

#DTCCSMC[#]

The official hashtag for Delaware Technical Community College’s annual social media conference, which takes place in February. Conference attendees are encouraged to use the hashtag before, during (for live-tweeting), and after the conference. The number – 18 – changes every year.

#DTCCVoiceit

The official hashtag for any conversation related to the #Upstander pledge.

#highered

The official hashtag for any conversation related to higher education that includes universities, academies, colleges, community colleges, seminaries, conservatories, institutes of technology, vocational schools, trade schools, and other career colleges. The conversation often revolves around the importance of secondary education.

#netDE

The official hashtag for any conversation related to Delaware events, entities, news, businesses, and other professional organizations. It was initially launched to promote networking within the state but has grown to include many more professional topics. It is most often used when a post relates to greater Delaware.