

# SOCIAL MEDIA GUIDELINES



## Table of Contents:

- Introduction
- Creating a Social Media Account on Behalf of NHTI
- Social Media Directory
- Social Media Engagement: Personal Accounts
- Social Media Engagement: On Behalf of NHTI

## Introduction

The purpose of this policy is to define the terms and circumstances under which NHTI employees, including faculty and student employees, and approved representatives may use social media to represent the college; communicate college policy, or represent an official college position. This policy applies to personal use of social media to the extent that such activities are covered by existing college policies, take place during work hours, involve the use of college resources, or may be construed as official representations of the college.

The term "social media" refers to any Web-based and mobile technologies that enable individual or entities to disseminate or receive information, communicate, or otherwise interact. It includes email, texting, messaging, social networking, blogging, micro-blogging, bulletin boards, and so on, through providers such as Facebook, LinkedIn, Tik Tok, Twitter, YouTube, Instagram, or others.

## Getting Help

For general questions related to social media at NHTI, please contact the Department of Marketing and Communication at [agavriluk@ccsnh.com](mailto:agavriluk@ccsnh.com). Our staff has extensive experience in maintaining and executing social media initiatives.

## Creating a Social Media Account on Behalf of NHTI

Social media is a great tool to promote a department or initiative. There is an approval process to create accounts that are affiliated with NHTI or use the college name. To apply for permission to create a social media account on behalf of NHTI (one that uses the official NHTI name and brand and/or shows an affiliation with NHTI in any way), please send a digital letter of intent that addresses the following questions:

- What goals are you trying to achieve by having a social media presence?
- How often will you post on social media?
- How will you advertise your social media presence?
- Who is your target audience?
- Who will be the administrator?
- How will you judge the success of this account?
- How will this account support the NHTI website, other departmental communications, and other outreach efforts?

A standard form is also available; [email agavriluk@ccsnh.com](mailto:email_agavriluk@ccsnh.com) for this form, or download it from <https://www.nhti.edu/about/marketing-and-communications/>. Approval will be based on these responses and the strategic rationale that the proposal will benefit the college and have a significant impact on the digital presence of the college overall. Approval will be granted through the Department of Marketing and Communications. Accounts that are created without this approval are not permitted and will be removed.

Prior to your application for a social media channel, always check the NHTI Social Media Directory to see if there is an existing account for the same entity.

Official NHTI social media accounts should:

- Use an approved college social media logo as its icon/avatar.
- Include "NHTI" followed by the entity name or by an underscore and the entity name. If that name is not available, try "NHTI-CCC" followed by the entity name.
- Be owned by a college faculty or staff member or approved representative.
- Not duplicate or significantly overlap an existing social media channel.

All approved accounts are required to use an NHTI-approved logo and brand for their account, as well as provide all appropriate contact information. Accounts are also required to adhere to the guidelines set forth in this guide.

If an account was created prior to this policy's enactment, an audit of that social media account will take place that addresses the bullet points listed above. If approved, the account can stay active and must conform to this social media policy. If rejected, the account will be removed or steps will be taken to bring the account into compliance.

All college-sponsored social media sites must designate a full-time employee or approved representative responsible for monitoring the site and ensuring that the content is accurate and reasonably current. Out-of-date or unmonitored social media sites should be removed.

All social media accounts created by college employees or approved representatives on behalf of NHTI remain the property of NHTI. Account information, including passwords and email addresses linked to a specific social media account, should be filed with your supervisor and the Department of Marketing and Communications.

## Social Media Directory

The Department of Marketing and Communication curates a list of all officially approved social media accounts created on behalf of NHTI departments. This list is located here: <https://www.nhti.edu/about/marketing-and-communications/>.

If you are considering applying for a new NHTI social media account, please use this list to verify that the content you plan to share is not already shared on a similar social media account registered with the college.

## Social Media Engagement: Personal Accounts

These guidelines for personal use of social media are not intended to and do not limit your right to engage in protected concerted activities related to terms and conditions of employment.

- You are responsible for what you post on your personal social media accounts. Unless your job duties entail the use of your personal media accounts on behalf of the college and such use is explicitly authorized in writing by a school officer or department head, your personal use of social media shall be deemed not in furtherance of your employment responsibilities on behalf of NHTI, and any postings from personal accounts shall not be considered a direct consequence of the discharge of your duties. Consequently, NHTI will not be liable for and will not indemnify an employee for any liability that results from postings from personal social media accounts.
- Even when you are personally engaging on social media, an NHTI affiliation on your profile has the ability to affect the college as a whole. If you identify your affiliation with NHTI in your profile or comments, other users will naturally associate you with the college. You should always think before you post, be civil to others and their opinions, and not post personal information about others unless you have their permission. Your behavior should be consistent with the [Information Security](#), Intellectual Property, and [Privacy policies](#) of the college.
- Except as permitted by law, no employee is permitted to use NHTI's marks or emblem without the prior approval of the Department of Marketing and Communications and/or the President's Office.
- As an employee of the college, you are personally responsible for any social media activity you conduct using a CCSNH email address or on a CCSNH website; and/or which can be traced back to a CCSNH domain; and/or which uses the CCSNH information systems; and/or which expressly or implicitly identifies you as a CCSNH/NHTI staff person or faculty member.
- You must observe and follow, if applicable, (i) existing college policy and agreements, such as the Employee Handbook and Employment Agreement(s), the college's appropriate use policies and anti-harassment and discrimination policies, (ii) the policies of the particular online/social networking venue governing the use and activity conducted on their sites, such as Facebook, which are sometimes referred to as "Terms of Use," and (iii) applicable law.
- You may not use social media to post or display comments about coworkers or supervisors or the college that are vulgar, obscene, threatening, or intimidating, or violate the college's workplace policies against discrimination, harassment, or hostility on account of age, race, religion, sex, ethnicity, nationality, disability, or other protected class, status, or characteristic.
- When posting to social media sites, you must honor the copyright and intellectual property rights of others, including the college. For guidance, consult the college's copyright resources.
- Do not post any information or conduct any online activity that may violate local, state, or federal laws or regulations. Any conduct that is impermissible under the law if expressed in any other form or forum is impermissible if expressed through social media.
- If, from your social media post, it is clear you are a college employee, or if you mention the college, or it is reasonably clear you are referring to the college or a position taken by the college, and also express a political opinion or an opinion regarding the college's positions or actions, you must specifically note that the opinion expressed is your personal opinion and not the college's position.
- In any use of social media, employees — including faculty, staff, and student employees — and approved representatives must follow applicable state and federal requirements including, but not limited to, FERPA and HIPAA privacy statutes.
- You may not use or disclose personal information about another individual or use or disclose the college's confidential or proprietary information in any form of social media. Personal information includes an individual's Social Security number,

financial account number, driver's license number, medical information (including family medical history), and other highly sensitive information, as well as information covered by the college's written information security program.

- College confidential or proprietary information includes but is not limited to financial information, business performance and plans, business and brand strategies, and information that is or relates to college trade secrets. All college rules regarding college confidential or proprietary information and personal information, including the college's infosecurity program, apply in full to social media, such as blogs or social networking sites. For example, any information that cannot be disclosed through a conversation, a note, a letter, or an e-mail also cannot be disclosed in a social media outlet.

## Social Media Engagement: On Behalf of NHTI

These guidelines apply to all types of use of social media on behalf of NHTI, including departmental use and use by individual employees and approved representatives whose job duties entail such use. Employees whose job duties do not entail such use may engage on social media on behalf of NHTI only with consultation from Department of Marketing and Communications.

If you are managing or posting to a social media site on behalf of an NHTI department, office, or resource, you are considered to be acting in an official capacity, and the following rules apply:

- The Department of Marketing and Communications will maintain the NHTI Social Media Directory. To apply for approval for a social media account, please consult "Creating a Social Media Account on Behalf of NHTI."
- No individual NHTI department should construe its social media site as representing the college as a whole. Consider this when naming college-sponsored pages or accounts, selecting a profile picture or icon, and selecting content to post. Names, profile images, and posts for college-sponsored social media should all be clearly linked to the particular department or unit rather than to the institution as a whole.
- Departments that wish to use the college logo or other graphics in college-sponsored social media should consult the college's Brand Guide for proper usage.
- College-sponsored accounts are bound by FERPA and other privacy regulations. For this reason, any students who are individually publicized through social media - including students identified in photo captions - must have a signed publicity release on file. Admissions maintains a file of signed publicity releases, as it is included on the Application for Admission.
- Do not use NHTI's identity, such as name, color, and emblems, except as permitted by the NHTI Brand Guide. Do not create or develop social media accounts, profiles, or initiatives bearing NHTI's name without prior approval from the Department of Marketing and Communications. Social media accounts, profiles, and initiatives must be approved.
- College-sponsored pages or posts on social media sites should be professional in tone and in good taste.
- Avoid engaging in behavior that could raise actual or apparent conflicts of interest and conflicts of commitment on social networks. These activities include, among others, using college resources or property for personal gain (e.g., using college social media profiles to enhance or endorse personal communications or personal social media profiles); using confidential or privileged information acquired in connection with the individual's college-supported activities for personal gain (e.g., sharing nonpublic information through a college or personal social media profile); accepting gratuities or unsolicited gifts from private or public organizations with which the college does or may conduct business; and using college resources except in a purely incidental way for any purpose other than the performance of the individual's college employment.
- Be respectful of intellectual property rights and laws. Use of third-party copyrighted or trademarked material or use of a person's likeness without permission in digital content may be illegal and may expose NHTI to significant financial liability and reputational risk. Departments are responsible for obtaining the necessary clearance for their use of intellectual property rights (e.g. music and photos) and a person's likeness in connection with communications activities. Departments are also responsible for bearing all costs associated with such rights clearances, including any costs that may arise if it fails to obtain the necessary clearance (e.g. legal and settlement costs). Please the Department of Marketing and Communications for more information.
- Use good judgment. Your actions and statements have the ability not only to affect you, but also others at NHTI and the college as a whole. Please bear in mind that posts on social media may be replicated quickly, be taken out of context, and will remain public for an indeterminate amount of time. Similarly, do not disclose research findings or collaborations with colleagues that have not formally been made public.
- Minimize security risks to social media accounts and profiles that have the ability to affect NHTI's reputation. Social networking services and accounts are an attractive target. A compromised account can adversely affect NHTI's reputation. To minimize risks to NHTI-branded social accounts and profiles, you should: (1) use strong, randomized passwords; (2) limit direct access to these social profiles; (3) activate multi-factor authentication for all accounts where it is available; (4) register accounts using only CCSNH.edu email addresses; and (5) regularly monitor social media accounts — especially when they are not used frequently. Finally, you should also maintain a plan for recovering social media accounts in the event they are compromised. If you suspect your official account has been compromised, please notify the Department of Marketing and Communications immediately.
- Do not maintain dormant social media accounts bearing the NHTI name. If you have created a social media account that bears the college name or marks, but that account is not used in regular and direct support of institutional priorities, you should take steps to have the account removed from the relevant social network.
- Remember that you are representing NHTI. All of your posts, comments, and actions on social networks have the ability to

affect the reputation of the college as well as other individuals affiliated with NHTI.

- Be thoughtful and discerning when engaging on social networking services. Write for your audiences, but know your posts can reach anyone and may be misinterpreted or may show up outside of their original context. Messages should be tailored for each channel; not all messages belong on all channels.
- Staff your effort appropriately. While student interns can be tremendous collaborators on social media initiatives, they should not be the “owners” of official NHTI-branded social media accounts or profiles. Such profiles should be owned and maintained by staff, faculty, and/or approved representatives as appropriate.
- Moderate comments judiciously. Comments are an important part of social networking services. Do not delete comments simply because you disagree with the commenter’s point of view or because the commenter has reacted negatively. On the other hand, you should monitor social accounts or profiles for which you are responsible and delete comments that expose the private data of others, contain commercial solicitations, are factually erroneous/libelous, are off-topic, are threatening or abusive, or are obscene. If you encounter threatening comments on a post, please the Department of Marketing and Communications and Campus Safety.
- Fundraising via your group/department’s social page is not advised. Please direct all fundraising efforts through the NHTI main page on that platform, or contact the Department of Marketing and Communications for help.
- Boosting posts/paid advertising: You can boost your posts or pay to advertise a post; however your department and/or group is responsible for paying that fee.