



Guidelines for Social Media Participation at North Shore Community College

These guidelines apply to North Shore Community College faculty, staff and students who create or contribute to blogs, wikis, social networks, virtual worlds, or any other social media. Whether you log into Twitter, Yelp, Wikipedia, MySpace or Facebook pages, or comment on online media stories — these guidelines are for you.

While all members of the NSCC Community are welcome to participate in social media, we expect everyone to understand and to follow these simple but important guidelines. Please keep in mind that our overall goal is simple: to participate online in a respectful, relevant way that protects our reputation and of course follows the letter and spirit of the law.

1. Be transparent and state that you work at North Shore Community College. Your honesty will be valued in the social media environment. If you are writing about North Shore Community College or a competitor, use your real name, identify that you work for North Shore Community College, and be clear about your role. If you have a vested interest in what you are discussing, be the first to say so.
2. Never represent yourself or North Shore Community College in a false or misleading way. All statements must be true and not misleading; all claims must be substantiated.
3. Post meaningful, respectful comments — in other words, please, no spam and no remarks that are off-topic or offensive.
4. Be sensitive to privacy and confidentiality. It's best to ask permission to publish or report on conversations that are meant to be private or internal to North Shore Community College. Make sure your efforts to be transparent don't violate North Shore Community College's privacy, confidentiality, and legal guidelines for external commercial speech.
5. Stick to your area of expertise and feel free to provide your unique, individual perspectives on activities at North Shore Community College.
6. When disagreeing with others' opinions, keep it appropriate and polite. If you find yourself in a situation online that looks as if it's becoming antagonistic, do not get overly defensive and do not disengage from the conversation abruptly: feel free to ask the PR Director and/or Marketing Director for advice and/or to disengage from the dialogue in a polite manner that reflects well on North Shore Community College.
7. If you want to write about the competition, make sure you behave diplomatically, have the facts straight and that you have the appropriate permissions.



8. Please never comment on anything related to legal matters, litigation, or any parties North Shore Community College may be in litigation with.
9. Never participate in social media when the topic being discussed may be considered a crisis situation. Even anonymous comments may be traced back to your or North Shore Community College's IP address. Refer all social media activity around crisis topics to PR. Example of a crisis situation can be found in the NSCC Student Handbook under the "Conduct" and "Disciplinary Offenses" section.
10. Pages that are not linked to the NSCC profile, when brought to the Social Media Team's attention, the team will send the administrator of that page a request to comply with our guidelines. The team also reserves the right to use their discretion when accepting a friend request.
11. The NSCC logo is a trademark of the college and will be required to be displayed on your account.
12. Content will not contain statements of a fraudulent, defamatory, harassing, abusive, obscene or threatening nature.
13. The Home page of the Facebook account will contain a link back to the North Shore Community College home page (www.northshore.edu) and contain the following disclaimer:
This is not an official website of the college with which the creator of this page may be enrolled or affiliated. The views and information expressed in these web pages are those of the individual creator and are not sponsored, endorsed, or approved by the College. The College does not assume any liability or responsibility for the content contained herein.
14. Content will be maintained so that it is timely, relevant, and accurate.
15. Pictures of people will not be used unless their written permission is obtained.

For more details and inclusions of this policy, please refer to the NSCC Student Handbook section III, F.

Disclaimer

The College exercises no control over and assumes no responsibility for content that may appear on pages that are linked to the NSCC Facebook profile as "friends" or "fans" and in no way endorses views, opinions, or any other content that may appear on those pages. If there is something on a Facebook page that an individual believes is inappropriate, it should be reported directly to Facebook using the established Facebook reporting procedures at <http://www.facebook.com/help.php?page=798> The College reserves the right to remove "friends" and "fans" from its Facebook page at its sole discretion.