



WIREGRASS

GEORGIA TECHNICAL COLLEGE®

PROCEDURE: 3.3.4.p.L.4 WGTC Social Media

Revised: November 28, 2023

**Last Reviewed: February 23, 2016; May 19, 2015; October 12, 2012; March 17, 2011;
January 17, 2011**

Adopted: January 27, 2011

Purpose

Current and future students, faculty, staff, alumni, and donors are utilizing social networking mediums such as Facebook, Instagram, X (formerly Twitter), YouTube, and others to stay connected. Wiregrass Georgia Technical College (WGTC) believes that having a presence in these areas will allow the College to broadcast information and interact with the public. In order to operate within these mediums effectively, WGTC has developed a social media procedure to ensure that any and all interactions on behalf of WGTC represent the College's best interests.

These guidelines are broad in nature to accommodate any differences in online venues while maintaining a universal code of conduct; the procedure may be adjusted as social media continues to evolve. This procedure only applies to social media accounts created to represent WGTC, its departments, programs, campuses, etc. and does not apply to private individual accounts of WGTC faculty, staff, or students. For the purposes of this procedure, any references to "social media" will mean Wiregrass-owned social media accounts.

Use of Officially Recognized Social Media Accounts

WGTC maintains an official social media presence on Facebook, Instagram, YouTube, and X (formerly Twitter). Accounts on other social media sites are not sanctioned by the college at this time. Official accounts created for WGTC organizations, departments, programs, or campuses must carry the official branding of the college. This includes, but is not limited to, the use of appropriate logos, colors, slogans, etc. as provided by PR and Marketing.

Members of the Marketing and Public Relations Office will review all social media inquiries. This office should also be used as a resource for the college community for any social media needs. The Marketing and PR Office will make the final decision in any situation regarding the use of social media. The Marketing and PR Office will ensure the pages are properly created, maintained, and deleted according to the social media procedure. To make a request to create a social media page or presence, users should contact the Director of Marketing and Public Relations.

Representation of an administrator's personal opinions as being endorsed by the College or any of its organizations is strictly prohibited. By posting content to social media sites, the administrator must agree that they own or otherwise control all of the rights to that content, that use of the content is protected fair use, that they will not knowingly provide misleading or false information, and that they hold the College harmless for any claims resulting from the content. Administrators may not use the WGTC name to promote their personal opinion, product, cause, or any political candidate. When using or posting online material that includes direct or paraphrased quotes, thoughts, ideas, photos, or videos, administrators must include citations, and provide a link to the original material if applicable.

Account Administrators

The Director of Marketing and Public Relations will create, monitor and terminate all social media accounts and serve as primary account administrator. The Director will also appoint other appropriate college personnel as administrators of college-owned pages. WGTC employees identified as administrators are held responsible for managing and monitoring content of their officially recognized accounts. All administrators are responsible to remove content that may violate the College's Conduct Policies. Once an account administrator is no longer employed or works in an area that no longer requires account access, they will be removed as an administrator.

Site/Account Content

Administrators may only post content that is not threatening, obscene, a violation of intellectual property rights or privacy laws, or otherwise injurious or illegal. They shall not use information nor conduct activities that may violate local, state, or federal laws, and regulations. Account administrators are expected to use good judgment about content and respect privacy laws. Administrators should also not include confidential information about the College, its staff, or its students.

WGTC PR Office has the right to remove content from social media sites for any reason. This includes but is not limited to content that is deemed threatening, obscene, a violation of intellectual property rights or privacy laws, or otherwise injurious or illegal. It is, however, not recommended that negative comments from students or the public be deleted from social media pages, unless the comments are obscene or illegal in nature. Account administrators are encouraged to respond respectfully to negative comments in order to understand and answer complaints in a positive fashion.

Instagram, X (formerly Twitter), and YouTube

The same policies for Facebook use also apply to Instagram, X (formerly Twitter) and YouTube.

TikTok, WeChat, and Telegram

Wiregrass does not encourage employees to mention any college business outside of the context of conducting said business on these social sites. The State of Georgia through the Governor's order in December of 2022 has banned the use of TikTok, WeChat, and Telegram on state-issued devices, such as laptops and phones. This is a ban on government-owned or leased devices, not personal devices.

Questions about this procedure should be directed to Elizabeth Vickers, Executive Director for Community Relations and Fundraising, or Lydia Hubert, Director of Marketing and Public Relations.

Responsibility

The Director of Marketing and Public Relations has the overall responsibility of ensuring this procedure is implemented.

References

TCSG Policy 3.3.4p. TCSG Procedure Acceptable Computer and Internet Use