



## **CSN Guidelines for Social Media**

College of Southern Nevada (CSN) recognizes that social media sites — Facebook, Twitter, Instagram and many others — offer useful ways to reach and communicate with community members and students. The responsible use of social media strengthens our reputation within the community and expands public awareness of our varied educational options. Social media sites allow us to build stronger professional relationships with students, community members, industry experts, business partners and community organizations.

While we encourage the use of social media sites, the Office of Marketing and Communications requires that page administrators follow specific guidelines to create a positive user experience.

### **CSN's Official Social Media Sites**

- Facebook - [www.facebook.com/CSNNV](http://www.facebook.com/CSNNV)
- Twitter - [www.twitter.com/CSNCoyote](http://www.twitter.com/CSNCoyote)
- Instagram - [www.instagram.com/csncoyote](http://www.instagram.com/csncoyote)

### **Personal Social Media**

Personal social sites should not be linked to official CSN web pages. No personal social media should be created that could be perceived as an official CSN page.

If you have created or want to create a personal social media page that mentions CSN or your professional experiences as a CSN employee, the following guidelines should be followed:

1. Personal social media sites, including blogs, should have clear disclaimers that the views expressed by the author on the social media page is the author's alone and do not represent the views of CSN. Write in first person and be clear that you are sharing your views as a member of the higher education community, not as a formal representative of CSN. This parallels media relations practices at CSN. Examples can be provided to you by the Office of Marketing and Communications.
2. If you disclose your CSN affiliation, consider including only such information as would be contained in a resume. If you disclose yourself as a CSN employee, include a simple and

visible disclaimer such as: “These are my personal views and not those of the College of Southern Nevada.” This is particularly important if you are a department head or administrator. Readers will associate you with CSN, even with the disclaimer that your views are your own. It is best to build a high-quality following if you discuss ideas and situations civilly. -- **Be aware of liability.** You are legally liable for what you post on your own site and on the sites of others. Individual bloggers have been held liable for commentary deemed to be proprietary, copyrighted, defamatory, libelous or obscene (as defined by the courts).

3. Information published on your social media pages should comply with CSN's confidentiality, disclosure of proprietary data and FERPA policies including information regarding CSN business partners and affiliations. This also applies to comments posted on other blogs, forums and social media sites.
4. Do not use CSN's name to promote or endorse any product, cause, or political party or candidate.
5. Never pretend to be someone else and post about CSN. Tracking tools enable supposedly anonymous posts to be tracked back to their authors. There have been several high-profile and embarrassing cases of company executives anonymously posting about their own organizations.
6. Be respectful of all persons and their right to privacy. Your online presence is a reflection on CSN.
7. Do not reference or cite CSN faculty, staff or students without their express consent. Do not use their images or likeness without consent.
8. Respect copyright laws and cite sources appropriately. Plagiarism still applies to online content.
9. CSN logos may not be used without consent. Please contact the Office of Marketing and Communications for logo authorization and access.
10. Refer press or media contacts to the Office of Marketing and Communications. If someone from the media or press contacts you about posts on a social media site that relates to CSN or a CSN business partner or affiliate, simply refer the person to the Office of Marketing and Communications at (702) 651-7353.
11. Consult with the Office of Marketing and Communications if offered payment for social media participation. If someone offers you payment for participating in a social media activity, this could constitute a conflict of interest – even if you are posting personally. Consult with the Office of Marketing and Communications at (702) 651-7535. You may be referred to CSN's Office of Human Resources.

### **Official CSN Social Media Sites:**

The Office of Marketing and Communications must approve the request for any new social media site. All requests should include the purpose and objectives, the name of the designated moderator, and the desired name of the social media site.

Login information must be provided to the Office of Marketing and Communications immediately after the creation of the approved site. This is for everyone's protection — if the page administrator leaves CSN, the site (and its content, fans, etc.) can be handed over to a new page administrator.

Use of the CSN name or logo must adhere to all CSN style guidelines.

The CSN Webmaster, the Office of Marketing and Communications and proper enforcement authority reserves the right to enforce this policy by removing links to third-party Web sites and/or recommending the site creator remove or change the site content as directed.

Since the social media environment is constantly changing, this document provides guidelines for the current state of social media sites and could change without notice. If you have any questions regarding social media or your obligations, please contact the Office of Marketing and Communications. Certain issues may be referred to legal counsel, human resources, or other departments depending on the nature of the concern.

For sites and accounts that are to be used in an official capacity:

1. Know and follow the CSN IT policies, web guidelines, and existing HR policies. All sites must comply with CSN policies. When using social media sites, all employees must follow the guidelines and/or official policies for: conflict of interest, FERPA, internet and email acceptable use, confidential and proprietary information, sexual harassment and other discriminatory actions and use of college property and services. Posting information that violates these guidelines/policies is prohibited.
2. Act with fairness, respect, honesty and integrity. Respect the privacy and feelings of others. Maintain decorum and respect when disagreeing with the opinions of others. Post information that is creditable and can be validated if necessary.
3. Refer press or media contacts to the Office of Marketing and Communications. If someone from the media or press contacts you about posts on a social media site that relates to CSN or a CSN business partner or affiliate, simply refer the person to the Office of Marketing and Communications at (702) 651-7353.
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### **Page administrators**

Page administrators are CSN representatives who are responsible for establishing, monitoring and moderating online social media sites as part of their daily responsibilities. CSN supports the establishment of social media communications for the purpose of:

1. Public collaboration
2. Promotion of CSN-sponsored events
3. Advancement of thought leaders to support marketing initiatives

All social media sites fall under the Office of Marketing and Communications who will oversee creation and maintenance, as well as moderation of commentary. Page administrators are expected to abide by all general user and designated user guidelines as well as the page administrator-specific guidelines below.

### **Moderating Commentary**

Within CSN social media sites, various methods for commentary may be supported, including, but not limited to: wikis, discussion forums, blogs and micro-blogs. While all posts cannot be approved prior to posting, PCR will be responsible for reviewing content regularly. Any irrelevant, obscene or inflammatory posts should be removed immediately.