



Purpose

In an effort to keep the public up-to-date and informed about Clovis Community College, the Office of Marketing and Public Relations has established the following guidelines to follow when using social media platforms such as Facebook, Twitter, and YouTube. These platforms allow the public to follow news and updates directly from us, and also allow our students to comment and discuss campus activity through the posting of ideas, photos, videos, and more.

Because technology and social media platforms change rapidly, this policy may be changed to reflect issues that may arise that concern the management of pages and profiles of the services mentioned within this document.

Department and Organization Social Media Sites

Individual departments wishing to develop a social media presence MUST contact the Office of Marketing and Public Relations at 769-4110 before creating any new pages or profiles.

CCC departments and groups that already have Facebook pages include:

- [CCC \(Main\)](#)
- [CCC Financial Aid](#)
- [CCC Library](#)
- [Small Business Dev. Center at CCC](#)
- [CCC Cultural Arts Series](#)
- [CCC Nursing Program](#)

To ensure proper setup and compliance with CCC's Branding Guidelines, the Office of Marketing and Public Relations will assist you in creating and maintaining existing profiles. Marketing will ask that we be appointed administrators over your page (see below) so we may make changes to your Page in order to aid in search and discover of your page, and also to encourage cross-promotion between groups on campus.

Responsible Parties

The Office of Marketing and Public Relations is the primary administrator for CCC's main pages on any social media site. You may contribute information or make suggestions by contacting the Publications and Website Coordinator at website.coordinator@clovis.edu.

Additionally, administrators of existing profiles and pages are required to appoint representatives from the Office of Marketing and Public Relations as additional administrators of these pages so they can continue to be updated and maintained in case of any personnel changes. If an administrator in your department leaves employment with the College, their administrator rights should be revoked immediately and a new representative established to maintain the page.

Content Development

All content should relate directly to College business, programs, or services. Content placed by administrators should not include individual opinions or causes that are not directly related to Clovis Community College. Additionally, content should be short, written in active voice, and be considerate of the audiences making use of these channels to stay up-to-date with CCC news.

Exceptions to this include linking to third-party websites or articles as long as they contain valuable information about higher education, financial aid, or information related to academic pursuits.

Photos and Videos

Photos and videos uploaded to social media platforms must relate directly to CCC and should not be used to promote anything other than campus news, events, or programs.

Updating and Adding Content

Groups on campus that keep a Facebook page are strongly encouraged to spend some time with it at least once a week so they do not remain dormant. Dormant pages are harmful to our reputation and we should continue to offer relevant content to our audiences through regular postings. The Office of Marketing and Public Relations can recommend that an inactive social media account be disabled and removed in order to focus on providing fresh content through other pages and profiles.

Other

Because the CCC pages on social media sites are interactive and allow the public to correspond directly with us, administrators are expected to monitor pages closely on a regular basis to supervise conduct of users. Any questionable conduct should be reported to the Office of Marketing and Public Relations.

In addition to the expectations established in this document, administrators are expected to be familiar with the Terms and Conditions of all applicable social media sites they use on a daily basis:

- Facebook: <https://www.facebook.com/legal/terms>
- Twitter: <https://twitter.com/tos>
- YouTube: <http://www.youtube.com/static?gl=GB&template=terms>