

## Paradise Valley Community College

### Social Networking Publication and Posting Standards

#### Purpose

Social Networking Publication & Posting Standards (SNPPS) are to insure proper representation of PVCC within the social networking online community. Social networking communities define the Web 2.0 category and are sites such as Facebook, Google+, Twitter, LinkedIn, Vimeo, uStream, etc. The purpose of this document is to establish a standard for Paradise Valley Community College's (PVCC) presence within social networking communities. PVCC standards do not replace the MCCC CD [Social Media](#) administrative regulation.

A vice-president or dean approves a representative from their department or division and that representative must agree to maintain the page in accordance with the standards. Training will be given as appropriate to division representatives.

Any social networking pages or posts representing PVCC must be approved by an authorized representative of the division (VP or Dean) for which the page(s) will be created and such representative must agree to maintain the page in accordance with the standards.

The College's presence on social networking sites should *augment* official channels of communication rather than replace them. Social networking accounts should be utilized to drive traffic to other communication mechanisms including but not limited to the College's web site.

Posts on social media sites should protect the College and institutional voice by remaining professional in tone and in good taste. No individual PVCC department should construe its social media site as representing the College as a whole. When naming pages or accounts, selecting a profile picture or icon and selecting content to post, names/profile images and posts should all be clearly linked to the particular department rather than to the institution as a whole.

Avoid original content. Records retention policies apply to social networking sites the same as they do to standard web sites, email or paper records. Ensure that a legitimate paradisevalley.edu email address is used for any correspondence, including comment postings, coming from visitors to the site. Emails received and sent should be stored on the email server.

Respect the copyright of others. When posting, be mindful of the copyright and intellectual property rights of others. For more information and guidance, consult Maricopa's [Copyright Policy](#) and its [Copyright Guidelines](#).

Use of the PVCC and Maricopa logos or any other College image or iconography on personal social media sites is forbidden. PVCC and/or Maricopa logos cannot be used to promote a product, cause, political candidate/party, unofficial College sporting event, etc.

### **Graphic Identity and Required Information**

All pages must use the approved PVCC logo, or approved PVCC departmental logo, for social networking sites. The logo is available from the PVCC Sharepoint Site. After approval for creating the site, access to the Sharepoint may be given by contacting the Campus Helpdesk at 77780.

Information that must be included on the main landing page is:

- Physical address location, i.e.: 18401 N. 32<sup>nd</sup> Street, Phoenix, AZ 85032;
- Primary phone number for the department, division or club;
- Hours of operation;
- College business email address;
- Links to PVCC main web site and department, division or club main site;
- Link to Maricopa's Technology Resource Standards;
- Link to campus map.

### **Site Setup Information**

Permission for posting or writing to sites, where appropriate, should be restricted. There should be "disallow" settings for any posting/writing, post photos, tag photos, post videos or post links for anyone that is not the designated maintainer of the site.

"Friend/Fan Requests" for department, division or club sites should be reviewed to insure acceptable PVCC representation. Employees may be "friends/fans" of official PVCC sites, but employee privacy settings should be set to limit publicly available personal information. The Technology Resource Standards and/or Student Code of Conduct apply.

### **Enforcement**

There is no such thing as a "private" social media site. Search engines can turn up posts years after the publication date. Comments can be forwarded or copied. Archival systems save information even if a post is deleted. Think before making a post.

The department, division manager or club advisor is responsible for insuring adherence to the SNPPS. Failure to maintain PVCC pages/sites in accordance with this standard can result in action such as removal/replacement of page administrator(s), page deletion, or any other action approved by the President's Leadership Team (PLT).