



DAKOTA COLLEGE AT BOTTINEAU
Faculty and Staff
SOCIAL MEDIA GUIDELINES



In addition to the guidelines outlined in this document, all students and employees must adhere to Dakota College at Bottineau (DCB), State Board of Higher Education (SBHE) and North Dakota University System (NDUS) policies and procedures, including but not limited to NDUS 1901.2 Computer and Network Usage and SBHE 840 Contract Review. Students and employees must also adhere to their respective Codes of Conduct. Users of social media accounts must also follow the terms of service outlined by the service providers.

This guide covers specific social media services and should be considered general guidelines for social media services not specifically listed with this document.

JUNE 8, 2017
Dakota College at Bottineau
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Introduction to DCB Social Media Guidelines

Social media has changed the way the world views communications and transformed each person from reader to reader, reporter and publisher. The medium has offered a new way for organizations to interact with their customers, stakeholders and greater audiences, allowing much more personal engagement than ever before.

That type of interaction can help build an organization's interactions into a stronger, more successful relationship. Using social media is a fun and rewarding way for people to share their lives and their opinions.

Participation in social media on behalf of DCB is an opportunity, but not a right. Please treat it with the respect it deserves. The guidelines are for DCB employees who participate in social media, including blogs and other websites, such as Facebook, LinkedIn, Twitter, YouTube, Instagram, etc. These guidelines apply whether you are posting to your own sites or commenting on others'.

Be Honest

- Your truthfulness or lack of will be noticed fast. Please represent yourself and DCB with honesty and integrity. Using your own name and email address shows both transparency and accountability, which are the first steps toward credibility.
- Be forthright if you have a vested interest in the discussion at hand. Be yourself by writing what you know – let your professional expertise or your personal interests show through.
- If posting to an external site, please offer that your thoughts are not necessarily the thoughts of DCB with a disclaimer such as "The postings on this site are my own and do not necessarily represent DCB's policies or perspectives."

Be Mindful

- Make sure your transparency does not violate any privacy or legal guidelines. On-line also means On-The-Record, forever. You are responsible for what you write. Whatever you publish must be factual, it should not be misleading. Once you hit "share," you typically cannot get it back.

Be Good

- Perception is reality and for social networks, the lines between what is personal or professional are easily blurred. When you are posting, ask yourself if your content adds value or has already been said.
- There is a fine line between debate and argument, so be cautious in what thought-provoking discussion you enter into, and if you make a mistake, admit it. By being upfront and quick with a correction, the audience will continue to listen to what you have to say.

Be Open

- If you talk about DCB or DCB-related matters through social media, please disclose your connection with DCB.
- Be professional, use good judgment and be accurate and honest in your communications.
- Show respect and professionalism to fellow employees, business partners, competitors and students.

Who should have a Social Media Account

The DCB Marketing Committee will accept and review all Social Media Affiliation Requests and make a recommendation to the Campus Dean who will have final approval. The following is an outline of page or account types that may or may not be approved.

Departments

Academic departments are allowed to have one page or account per department to represent their academic programs.

Academic Program within a department

Individual academic programs should utilize the departmental page or account to promote content.

Offices

Administrative offices on campus will not be approved to maintain official accounts or pages. These offices should utilize other existing accounts or pages (i.e. the official DCB Facebook page) or other communication channels (i.e. listserves) to communicate their messages.

Campus Groups

Clubs or organization may have one page or account for their group to represent related activities.

Athletics

The Athletics department may have one page or account to represent the entire department and may contain aggregate information related to all sports.

Individual Sports

Individual sports may have one page or account per sport to represent all activities related to that individual sport. They can share content between the accounts or pages.

Other Pages

Other page or account requests will be considered on a case-by-case basis.

Who can create a DCB social media account or page?

Employees of DCB are not permitted to create individual department accounts or pages without approval from the Campus Dean, appropriate supervisor and the DCB Marketing Committee. DCB reserves the right to enforce the deletion of any unapproved or unmaintained social media pages, accounts or sites.

Requesting departments need to:

- Demonstrate a need – a purpose not being met by the official DCB accounts or pages
- Make a commitment to actively administer the account or page and follow the DCB Social Media Guidelines
- Be dedicated to making the account or page:
 - Active and engaging
 - One that portrays DCB in a positive manner
 - Builds community
 - Is authentic and transparent
 - Has a respectful tone

Quarterly audits of all DCB accounts and pages will be conducted by the DCB Marketing Committee to ensure they are being monitored and used according to the official standards and guidelines. Best practice suggestions

will be provided as needed.

A DCB Marketing Committee representative will create accounts to ensure:

- Administration rights
- Logos and icons used are properly sized and placed
- Graphics are consistent with DCB branding and identity

For accounts or pages created before August 1, 2017, users must connect with the DCB Marketing Committee to avoid deactivation.

Officially Recognized Accounts

The Dean's Office will house a master list of all officially recognized social media accounts. All social media accounts linked to www.dakotacollege.edu must be on the officially recognized list. To become an officially recognized social media account, the account must adhere to the recommended guidelines outlined in this document. The employee seeking to develop and maintain an account to be listed on DCB's official directory must complete a "Request for Social Media Affiliation". If the account does not adhere to the recommended guidelines, there is no guarantee the account will become an officially recognized account.

The DCB Marketing Committee is happy to discuss opportunities to enhance our social media presence. There are many logistics related to account creation that are important to consider in protecting students, employees, and the college as a whole.



Once an account becomes officially recognized, ownership of the social media account transfers to DCB with liability for content and usage falling to designated individual(s) based on a "Request for Social Media Affiliation".

If you are included in the official directory, you have ability to brand the approved social media account as a Dakota College at Bottineau entity, which includes the use of trademarked protected images and words. Recommendations and training for appropriate use of social media may also be provided. Using paid time to access social media account(s) not officially approved may be a violation of SBHE Policy and NDUS procedures.

Advertising will be approved or placed through the Dean's Office. Ad placement for social media accounts not officially listed in the directory will not be approved.

Account Access/Login Credentials

By signing the “Request for Social Media Affiliation”, you assume responsibility and liability for content and account usage. Sharing access could make you personally liable for the content and usage of a specific account by another individual. Please refer to NDUS 1901.2 Computer and Network Usage and specifically 3.5.1 Sharing of Access. If the social media account allows for the assignment of roles (i.e. Facebook), roles may only be requested by the individual responsible for the account per this agreement and liability may fall to that individual for usage and content delegated to other individuals.

Upon termination or exit from the college, the account(s) must be relinquished. You will be required to log into the specific account with the current credentials and a member of the DCB Marketing Committee will manually remove you as an administrator to the account.

Account Directory

Accounts listed on the directory maintained in the Dean’s Office are officially recognized by Dakota College at Bottineau. Please note that opinions expressed do not necessarily reflect the views of Dakota College at Bottineau. To have your account considered for inclusion, contact the DCB Marketing Committee and submit a “Request for Social Media Affiliation”. Accounts not listed on the official directory cannot be referenced, linked or included on any Dakota College at Bottineau print or digital medium.

Inactive Account Closure

Accounts must remain active. After six (6) months of inactivity, the DCB Marketing Committee may contact you and/or your supervisor to determine the intent of continued maintenance of an account. After thirty (30) days from the initial notice, the listing may be removed from the official directory and the account itself may be terminated.

Photos of People

Dakota College at Bottineau does not regularly use model releases nor seek written permission for most of the photography or videos created for both internal and broader college use. Written permission is not required when making photographs or videos of individuals in public settings. However, care must be exercised to ensure that published context and the caption do not imply details about an individual that are not known to be true.

Whenever possible, identify yourself and seek verbal permission when taking photos for use on social media. Inform subjects about the potential uses of the photo. Please respect instances when an individual asks not to be photographed.

Written permission is required, for photos or videos of children, patients in medical settings, or subjects who are primarily being featured in advertisements in which a person’s name, image and/or likeness are being used in a context that implies endorsement. A waiver form is available from the Dean’s Office.

Copyright Restrictions

Copyrighted materials cannot be used or altered without written permission of the copyright holder (generally the creator or source of the original photo). Please be aware of this when creating content for social media.

Photographs will be considered copyrighted materials. Photographs should not be altered without written permission from the copyright holder, even if the image belongs to DCB. If you obtain permission to edit photos, please keep in mind that you should not alter the meaning or context of the photos.

Appropriate Content

If inappropriate content is noticed on an account, please refer to the following recommendations for reporting such content:

- Contact the department who would be managing the account
- Contact your supervisor
- Contact the DCB Marketing Committee

In addition to the guidelines outlined in this document, all students and employees must adhere to Dakota College at Bottineau (DCB), State Board of Higher Education (SBHE) and North Dakota University System (NDUS) policies and procedures. Students and employees must also adhere to their respective codes of conduct. Users of social media accounts must also follow the terms of service outlined by the service providers. If something is in violation of DCB standards, it may be deleted.

DCB provides for the confidentiality of student records in accordance with the Family Education Rights and Privacy Act (FERPA). Accordingly, you will not release any of the following personal student information via social media:

- Financial Records – including, but not limited to tuition and fee balances, bookstore charges, financial holds, mailing and billing address, accounting statements, housing, dining services, collection of information and debt information, and all financial aid information.
- Academic Records – including, but not limited to current enrollment, courses taken, grades, GPA, class attendance, academic progress, honors, transfer credit awarded and degrees awarded, and mailing address information.

Promoting people, products, services or organizations must be within an event where DCB is represented. For personal social media accounts where your connection to DCB is apparent, you should be careful to avoid implying that an endorsement of a person or product is on behalf of DCB, rather than a personal endorsement. As an example, LinkedIn users may endorse individuals or companies, but may not use DCB's name in connection with the endorsement, state or imply that the endorsement is on behalf of DCB, or state specifically that the endorsement is based on work done at DCB.

Unless approved by the DCB Marketing Committee, your personal social media name, handle and URL should not include DCB's name or logo. If you have any questions about what is appropriate to include in your social media profile(s), contact the DCB Marketing Committee.

Username and Vanity URL's

Non-Athletic Accounts

For consistency purposes, the following naming conventions are recommended in priority order.

	Title	Vanity URL	Username/Handle
1	Dakota College _____	/dakotacollege_____	dakotacollege_____
2	DCB _____	/DCB_____	DCB_____

Intercollegiate Athletic Accounts

For consistency purpose, the following naming convention is recommended.

	Title	Vanity URL	Username/Handle
1	DCBLumberjacks _____	/DCBlumberjacks_	DCB_____
2	DCBLadyjacks _____	/DCBladyjacks_____	DCB_____
3	DCBJacks _____	/DCBjacks_____	DCB_____

Proper use of the term “Lumberjacks” or “Ladyjacks”

The words “Lumberjacks” or “Ladyjacks” are to be used when describing more than one individual. One individual/team: Lumberjack or Ladyjack

All names are subject to review and approval prior to being accepted into the official directory. To increase likelihood of approval, the guidelines should be followed.

Profile Photos

Profile photos will be designed and given to the administrator of the account. This is to ensure protection of the Dakota College at Bottineau brand and to eliminate any confusion related to the source of posted content.

Cover Photo

Cover photos may be customized granted they follow DCB, SBHE, and NDUS policies and procedures. Images may not have copyright restrictions and must incorporate or reflect values of the institutions.

Best Practices: Hashtag Do's and Don'ts

Hash tag is a word or phrase preceded by a hash mark (#), used within a message to identify a keyword or topic of interest and facilitate a search for it. When you add a hashtag to your post, it is immediately indexed by the social network and searchable by other users.

DCB would like your post to include the approved hashtags

#DCBJacks – for athletic posts

#WeAreDCB – for all non-athletic related posts

- Keep your messages focused and on point by using only one or two hashtags per communication. This clearly defines your vision and brand with your audience.
- When developing a social strategy that includes unique hashtags, research the hashtags your brand wants to use to tell your story. Read the hashtag in all uppercase, all lowercase and a combination of the two to ensure your meaning will not be lost.
- The best hashtags are easy to spell, easy to remember and short. Some experts recommend limiting them to six characters or less. That may not always be realistic. Consider an abbreviated hashtag but do not

sacrifice the right hashtag for a shorter one.

- Spaces, special characters or punctuation will end the hashtag: #Bill’sShop will truncate to #Bill. Tumblr is the exception to the space rule. Most platforms allow underscores.
- Include a blank space before and after the hashtag.
- Incorporating hashtags into the words of your post instead of adding them to the end saves space and makes your posts look more fluent.
- Capitalizing the first letter of multi-word hashtags makes them easier to read.
- Consider context. A tweet can cause a PR crisis if a hashtag is used out of context. Likewise, consider other meanings that the hashtag may have, including in other languages, as your post may gain global exposure.

Consider the particular network. Hashtags are used differently on different social media networks and have varying degrees of functionality. For instance, LinkedIn does not use hashtags at all.

Social Media Accounts

The preferred method for all departments wishing to promote their information is through these main accounts to create a growing social media community.

Facebook Guidelines

Facebook is a social networking website and service where users can post comments, share photographs and links to news or other interesting content on the web, chat live, and even stream live video.

All Facebook Pages listed on the DCB’s official directory must have all “Admin” roles assigned to the DCB Marketing Committee. Approved employees and students may have access to other roles as described below (with the exception of “Admin”). Centralized administration of Facebook page “Admin” roles limits the possibility that the college will lose access to the pages.

The table below outlines the six page roles (across) and what they are able to do (down):

	Admin	Editor	Moderator	Advertiser	Analyst	Live Contributor
Manage Page roles and settings	✓					
Edit the Page and add apps	✓	✓				
Create and delete posts as the Page	✓	✓				
Can go live as the Page from a mobile device	✓	✓				✓

Send messages as the Page	✓	✓	✓			
Respond to and delete comments and posts to the Page	✓	✓	✓			
Remove and ban people from the Page	✓	✓	✓			
Create ads	✓	✓	✓	✓		
View insights	✓	✓	✓	✓	✓	
See who published as the Page	✓	✓	✓	✓	✓	

Graphic Sizes

If you are unsure of whether or not your picture meets this requirement, you can right-click on the picture to see the photo properties, which should include the photo dimensions (ex: 100 x 91 would be too small).

Cover Photo

Since your cover photo goes across the entire width of your profile, a good rule of thumb is to use an image that is least 851 pixels wide. Users should be aware that a photo might display differently on a mobile app than a computer screen. This means you may not have the option to choose certain photos as your cover photo, or you may get an error if you try uploading a photo that is not big enough.

Keep in mind that the profile photo will sit on the top of the cover photo and may block certain aspects of the image.

Twitter Guidelines

Twitter is an online news and social networking service where users post and interact with messages, “tweets” to connect people with the same interests in real time. DCB has two main Twitter accounts:

@DCB_Athletics – for athletic tweets

@dakotacollege – for all non-athletic tweets

Snapchat Guidelines

Snapchat is a messaging app whereby you can send photos and videos, both of which will self-destruct after a few seconds of a person viewing them. This app allows DCB to tell their story in an innovative way in real time. DCB has one official Snapchat account (dakotacollege) administered by the DCB Marketing Committee.

Instagram Guidelines

Instagram is a social networking app made for sharing photos and videos from a smartphone. Instagram users have a profile and a news feed. DCB has one official Instagram account (dakotacollege) administered by the DCB Marketing Committee.

Other Social Media

These guidelines apply, but are not limited to the official DCB social media accounts. Guidelines also apply when you are referencing DCB in a post to your own sites or commenting on others.