

HORRY-GEORGETOWN TECHNICAL COLLEGE

PROCEDURE

Number: 3.5.16.2
Related Policy: 3.5.16
Title: Social Media
Authority: Human Resources

Responsibility: Marketing Director

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Chairperson

An officially recognized HGTC social media account is defined as any social media account created by an HGTC employee, with the purpose of representing the College, its programs, organizations, or students to internal and/or external audiences for official business of the College.

Social media sites covered under this procedure include, but are not limited to, Facebook, Twitter, YouTube, LinkedIn, Instagram, TikTok, and Snapchat.

Requirements for establishing, managing, and monitoring an officially recognized HGTC social media account:

- Recognized official HGTC social media accounts must be created, reviewed, and approved through the Marketing Department and the requestor's departmental vice president.
- The Marketing department will create and have administrative access and privileges for all officially recognized HGTC social media accounts.
- All officially recognized social media accounts must include the department/group name as part of the account name to ensure HGTC's branding standards are maintained (i.e., HGTC Student Engagement). The preferred option is to include Horry-Georgetown Technical College or HGTC.
- This procedure is mandated for the College's officially recognized social media accounts only.

- Each officially recognized account must publish the following disclaimer statement provided by the Marketing Department regarding content and opinions on the site:
"The postings on this site are those of the site administrators and do not necessarily reflect Horry-Georgetown Technical College's opinions or policies. HGTC students posting to this page are subject to HGTC policies, including the Student Code of Conduct policy. HGTC reserves the right to remove content from the page at its discretion for any reason."
- For any Official HGTC media site, the social media icon and/or profile image must be approved and comply with applicable HGTC branding standards.
- Account administrators or the Marketing Department's Marketing Coordinator will remove inappropriate, offensive, defamatory, and illegal content.

Student Clubs and Organization Social Media Accounts

Registered HGTC student clubs and organizations who wish to use social media accounts must have the support of and be overseen by an HGTC advisor. The Marketing department and the club or organization advisor will serve as the required account administrators. Students cannot be named page administrators for officially recognized HGTC social media sites. Students can be added as editors only.

Account Administration

All social media accounts officially recognized by HGTC must have at least one HGTC employee, preferably two, as administrators. Employees can be full or part-time status.

The social media account's administrator is responsible for maintaining the social media page. The Marketing Department will track the College's social media presence and respond to a problem when the staff member with administrative control of the page is unavailable.

If the HGTC employee(s) designated as the account administrator(s) should leave the College or no longer wishes to serve as the account administrator, it is the responsibility of that person's supervisor to designate another HGTC employee as administrator and request the removal of the former employee's administrative permissions on the account. If a suitable account administrator replacement cannot be found or it is determined the social media account is no longer necessary, the account administrator must contact the Marketing Department.

Managing Content

Account administrators are responsible for managing and monitoring content on their social media accounts. In addition, administrators are responsible for removing any content that may violate the guidelines detailed below or established HGTC conduct policies.

- **Maintain confidentiality:** Do not post confidential information about Horry-Georgetown Technical College, its students, employees, or alums. Employees must adhere to all HGTC, state, and federal policies regarding privacy and confidentiality, including but not limited to FERPA.
- **Respect copyright:** Material protected by copyright cannot be used on Horry-Georgetown Technical College social media sites.
- **Appropriate posting:** Do not post or allow content posted by others to remain that is obscene, threatening, defamatory, libelous, illegal, discriminatory, or in violation of intellectual property rights or privacy laws. Do not post or allow content posted by others to remain that identifies the victim of a crime. Account administrators should avoid selling goods and services for personal profit and expressing partisan political views.
- **Employee conduct:** HGTC employees are expected to follow the same standards online as in the workplace **Reference policy 3.5.16, 3.5.16.1**. The same laws, professional expectations, and guidelines for interacting with students, alums, community members, media, and fellow HGTC employees apply online. Employees are fully responsible for anything they post to social media sites.
- **Established policies:** Social media users acting on behalf of Horry-Georgetown Technical College must adhere to applicable laws and HGTC policies and procedures.

Account Deactivation

If an account administrator determines a social media site needs to be deactivated, the administrator must contact the Marketing Department. The Marketing Coordinator will work with the account administrator to properly deactivate the account.

The Marketing Department reserves the right to deactivate a social media account if it is no longer being maintained and no longer supports the College's mission and goals. However, every effort will be made to work with account administrators and the appropriate supervisor to keep the account active. In addition, the Marketing Department will provide notice before any account is deactivated.