AIMS COMMUNITY COLLEGE PROCEDURE

SOCIAL MEDIA FOR MARKETING

Aims Community College shall maintain an official presence with various social media tools, including but not limited to Facebook, Twitter and YouTube as part of the marketing plan. The purpose of using social media is to inform our customers of college activities and news; build online communities; network; engage users; enhance instruction; and serve as a resource for customers to interact with the college by asking questions and sharing thoughts, ideas and experiences. Customers may be prospective students, current students, alumni, employees, donors, potential donors and/or other community members.

Scope
The Social Media procedure applies to any and all social media networking websites affiliated with Aims, including pre-existing and proposed. This procedure has guidelines for using Aims material on social media sites and for personal use on social media. This procedure is not for instructional material.

Officially Recognized Social Media Accounts
Official Aims social media accounts are created and maintained by the Communications and Public Information office. College clubs, groups, departments, etc. are prohibited from creating social media accounts without contacting the Communications and Public Information office. Those who wish to create a social media account that is officially recognized by the college should contact the Communications and Public Information office. If it is determined the social media account should be established, the public information officer (PIO) will then post a link on the official social media Web page on the Aims website. Each social media account will add members of the Communications and Public Information office onto the account as backup administrators. These accounts must tag the official Aims social media sites in their posts to act as a notification system and help drive more traffic to the main accounts.

Content Guide
Employees shall adhere to the following guidelines:
- Employees should use good judgment about what they post online, both under official Aims accounts and personal accounts.
- By posting content to any social media site, employees agree that they own or otherwise control all of the rights to that content; that use of the content is protected fair use; that employees will not knowingly provide misleading or false information; and that they indemnify and hold the college harmless for any claims resulting from that content.
- Employees should always include citations when using or posting online material that includes direct or paraphrased quotes, thoughts, ideas, photos, or videos. Links to the original material should be provided if applicable.
- Aims may regularly review content posted to social media sites. The college reserves the right to remove any comments that are deemed inappropriate, demeaning or harmful.
• Posts must adhere to the Aims brand style guide.
• Every social media page must include a link to the terms of conditions listed on the Aims website.
• Gainful Employment programs must include the short version of the GE disclosure on their social media page(s) or a link if space is limited: For program costs, as well as student debt and success rates, visit www.aims.edu/academics/ge-disclosures.
• Affiliated Aims’ social media sites must tag the official Aims social media sites in their posts to act as a notification system and help drive more traffic to the main accounts.

All employees are prohibited from using social media to:
• Defame or disparage Aims, its employees, customers, clients, business partners, suppliers, vendors or other stakeholders;
• Harass other employee in any way;
• Post language or concepts that could be interpreted as offensive;
• Violate Aims’ Technology policies, Ethics Policy or any other local, state or federal laws, rules, regulations, policies or standards related to Aims;
• Post confidential information about the college, its employees, or students;
• Post comments in specific to any incident event, article or statement involving Aims that is under investigation or the subject of legal actions;
• Post content that is threatening, obscene, or a violation of intellectual property rights or privacy laws is prohibited.
• Represent personal opinions as being endorsed by the college or any of its organizations. When making personal comments about any aspect of the college’s business, employees must include a disclaimer which states that the views expressed are their own and not that of Aims Community College.

Employees should not let the use of social media interfere with their job duties.

APPROVED AS REVISED: College Council
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