



## **CSN Guidelines for Social Media**

College of Southern Nevada (CSN) recognizes that social media sites — MySpace, Facebook, Twitter and many others — offer alternative ways to reach and communicate with community members and students. The responsible use of social media strengthens our reputation within the community and expands public awareness of our varied educational options. Social media sites allow us to build stronger professional relationships with students, community members, industry experts, business partners and community organizations.

While we encourage the use of social media sites, the Division of Public and College Relations requires that site developers follow specific guidelines to create a positive user experience.

### **Social Media Content**

Social media site content must not replicate information that is available on the college Web page hosted at [www.csn.edu](http://www.csn.edu). CSN does not allow the material/content from current CSN departmental sites (including but not limited to textual, graphical and photographic content) to be copied verbatim for use on social media sites. All official CSN pages are hosted at [www.csn.edu](http://www.csn.edu) and are created using established guidelines.

The absence of, or lack of explicit reference to, a specific site does not limit the extent of the application of these guidelines. Where no guidelines seem to exist, employees should contact the CSN Webmaster at 651-7627 or the Division of Public and College Relations 651-7474. You can also send an email to [publicandcollegerelations@csn.edu](mailto:publicandcollegerelations@csn.edu).

### **Personal Social Media Sites**

Because most information on social sites is personal in nature, CSN does not provide technical support for the creation of these sites. Personal social sites should not be linked to official CSN web pages. No site should be created that could be perceived as an official CSN site. If you wish to create an official CSN department or program site, please contact the CSN Webmaster.

If you have created or want to create a personal site that mentions CSN or your professional experiences as a CSN employee, the following guidelines should be followed:

1. Personal blogs should have clear disclaimers that the views expressed by the author in the blog is the author's alone and do not represent the views of CSN. Write in first person and be clear that you are sharing your views as a member of the higher education community, not as a formal representative of CSN. This parallels media relations practices at CSN. Examples can be provided to you by the division of Public and College Relations.
2. If you disclose your CSN affiliation, consider including only such information as would be contained in a resume. If you disclose yourself as a CSN employee, include a simple and

visible disclaimer such as: “These are my personal views and not those of the College of Southern Nevada.” This is particularly important if you are a department head or administrator. Readers will associate you with CSN, even with the disclaimer that your views are your own. It is best to build a high-quality following if you discuss ideas and situations civilly. -- **Be aware of liability.** You are legally liable for what you post on your own site and on the sites of others. Individual bloggers have been held liable for commentary deemed to be proprietary, copyrighted, defamatory, libelous or obscene (as defined by the courts).

3. Information published on your blog(s) should comply with CSN's confidentiality, disclosure of proprietary data and FERPA policies including information regarding CSN business partners and affiliations. This also applies to comments posted on other blogs, forums and social networking sites.
4. Do not use CSN's name to promote or endorse any product, cause, or political party or candidate.
5. Never pretend to be someone else and post about CSN. Tracking tools enable supposedly anonymous posts to be tracked back to their authors. There have been several high-profile and embarrassing cases of company executives anonymously posting about their own organizations.
6. Be respectful to of all persons and their right to privacy. Your online presence is a reflection on CSN.
7. Do not reference or cite CSN faculty, staff or students without their express consent. Do not use their images or likeness without consent.
8. Respect copyright laws and cite sources appropriately. Plagiarism still applies to online content.
9. CSN logos may not be used without consent. Please contact the Division of Public and College Relations for logo authorization and access.
10. Refer press or media contacts to the Division of Public and College Relations. If someone from the media or press contacts you about posts on a social media site that relates to CSN or a CSN business partner or affiliate, simply refer the person to the Division of Public and College Relations at (702) 651-7535.
11. Consult with the Division of Public and College Relations if offered payment for social media participation. If someone offers you payment for participating in a social media activity, this could constitute a conflict of interest – even if you are posting personally. Consult with the Division of Public and College Relations at (702) 651-7535. You may be referred to CSN's Office of Human Resources.

### **Official CSN Social Media Sites:**

The Division of Public and College Relations must approve the request for any new social media site. Vice Presidential or Dean approval must be obtained before the request will be considered. Depending on the request, involvement from other departments within the CSN administration may also be requested. All requests should include the purpose and objectives, the name of the designated moderator, and the name of the social media site.

Login information must be provided to the Division of Public and College Relations immediately after the creation of the approved site. This is for everyone's protection - if the author/employee leaves CSN, the site (and its content, fans, etc.) could become official CSN property. In order to ensure the hard work is not deleted, a backup of login information is required. **PLEASE DO NOT MAKE THE LOGIN INFORMATION THE SAME AS YOUR ANGEL OR CSN E-MAIL LOGIN CREDENTIALS.** Use a @CSN.edu address and a generic password.

Use of the CSN name and/or logo must adhere to all CSN style guidelines.

The CSN Webmaster, the Division of Public and College Relations and/or proper enforcement authority reserves the right to enforce this policy by removing links to third-party Web sites and/or recommending the site creator remove or change the site content as directed.

Since the social media environment is constantly changing, this document provides guidelines for the current state of social media sites and could change without notice. If you have any questions regarding social media or your obligations, please contact the Division of Public and College Relations. Certain issues may be referred to legal counsel, human resources, or other departments depending on the nature of the concern.

For sites/accounts that are to be used in an official capacity:

1. Know and follow the CSN IT policies, web guidelines, and existing HR policies. All sites must comply with CSN policies. When using social media sites, all employees must follow the guidelines and/or official policies for: conflict of interest, FERPA, Internet and e-mail acceptable use, confidential and proprietary information, sexual harassment and other discriminatory actions and use of college property and services. Posting information that violates these guidelines/policies is prohibited.
2. Act with fairness, respect, honesty and integrity. Respect the privacy and feelings of others. Maintain decorum and respect when disagreeing with the opinions of others. Post information that is creditable and can be validated if necessary.
3. Refer press or media contacts to the Division of Public and College Relations. If someone from the media or press contacts you about posts on a social media site that relates to CSN or a CSN business partner or affiliate, simply refer the person to the Division of Public and College Relations at (702) 651-7535.
4. Consult with the Division of Public and College Relations if offered payment for social media participation. If someone offers you payment for participating in a social media activity, this could constitute a conflict of interest – even if you are posting personally. Consult with the Division of Public and College Relations at (702) 651-7535. You may be referred to CSN's Office of Human Resources.

### **CSN's Official Social Media Sites**

- Facebook - <http://www.facebook.com/CSNNV>
- Twitter - <http://twitter.com/CSNCoyote>
- MySpace - <http://www.myspace.com/collegeofsouthernnevada>

### **Moderators**

Moderators are CSN representatives who are responsible for establishing, monitoring and moderating online social media sites as part of their daily responsibilities. CSN supports the establishment of social media communications for the purpose of:

1. Public collaboration
2. Promotion of CSN-sponsored events
3. Advancement of thought leaders to support marketing initiatives

All social media sites fall under the Division of Public and College Relations who will oversee creation and maintenance, as well as moderation of commentary. Moderators are expected to abide by all general user and designated user guidelines as well as the moderator-specific guidelines below.

### **Moderating Commentary**

Within CSN social media sites, various methods for commentary may be supported, including, but not limited to: wikis, discussion forums, blogs and micro-blogs. While all posts cannot be approved prior to posting, PCR will be responsible for reviewing content regularly. Any irrelevant, obscene or inflammatory posts should be removed immediately.