

MEDIA AND COMMUNITY RELATIONS PROCEDURE

Direct contact between media agencies will be initiated by and handled through the college's Marketing and Public Relations Office. This will ensure that information conveyed to the media is communicated in one voice, timely and accurate to ensure regulations restricting the release of protected information are followed.

Employees contacted by media representatives will direct the representative to the Marketing and Public Relations Office. MPR staff will determine how to best handle the inquiry and, if necessary, generate a response or assist the employee in communicating with the representative. Employees outside the MPR Office are not to contact media representatives regarding official Sandburg program, services, activities and/or special activities.

An exception to this policy will be coaches or their designees at events, where they may be approached by reporters to comment on games, matches and tournaments. However, should a media representative inquire about subjects other than those related to the event or team, such requests should be forwarded to the Marketing and Public Relations Office.

All official public appearances on behalf of the Carl Sandburg College must be approved by the President and/or the Office of Marketing and Public Relations. This includes news media programs, community speaking engagements, participation in community parades, and other official appearances.

SOCIAL MEDIA PROCEDURE

Social media has allowed Carl Sandburg College to showcase its wonderful students, employees and alumni through various channels. It's a form of communication that directly interact with our current and prospective students, their families, local communities and stakeholders. As powerful of a vehicle this is, there are safeguards that need to be put into place to allow for the best overall experiences when using a social media platform.

Sandburg recognized and utilized social media accounts include, but are not limited to: Facebook, Twitter, YouTube, Instagram, LinkedIn, Flickr, TikTok and Sandburg hosted blogging site(s).

Whether personal, professional or in an institutional role, employees are strongly encouraged to follow the same behavior standards online as they would in real life. The same professionalism, conduct, policies, procedures and guidelines for interacting with students, parents, alumni, donors, media, and other Sandburg constituents should also apply online.

Procedures for Social Media

- **Protect confidential and proprietary information:** Do not post this type of information about Sandburg, students, employees, or alumni. Employees must continue to follow

the applicable federal requirements such as FERPA and HIPAA when online. Adhere to all existing and/or forthcoming federal/state laws and Sandburg policies.

- **Respect copyright and fair use:** When posting, be mindful of the copyright and intellectual property rights of others and of the college.
- **Personal pages must not be used to post official Carl Sandburg College information:** Employees will not use their own personal social media pages to post official information. Employees that have authority to post to official channels will use these channels to post official information. The College assumes no responsibility or liability for the content of posts, blogs, or other social media activity by employees that is not approved or coordinated through Marketing & Public Relations.
- **Don't use Sandburg logos for endorsements:** Do not use Carl Sandburg College (including Chargers athletics) logos or imagery on personal social media. Do not use the College name, logos or imagery to promote a product, cause, or political party or candidate.
- **Respect university time and property:** Refer to Regulation 2.17.3 - Use of Web 2.0.
- **Terms of service:** Follow the Terms of Service (TOS) of any social media platform you occupy. Depending on the channel, that provider may delete your account for failure to comply. In most cases the TOS may be accessed at the bottom of the social media home landing page.
- The College will uphold principles of free speech and expression. However, not all speech/expression is protected by the First Amendment, including but not limited to speech/expression that is obscene, defamatory, "fighting words," a true threat, a false statement or that would provoke an imminent lawless act. The College reserves the right to remove content for any reason, including but not limited to content which is defamatory, offensive, pornographic, libelous, discriminatory or otherwise inappropriate, injurious or illegal. The college also reserves the right to delete or shut down a college-affiliated social media presence at its discretion.

Institutional Social Media

If you are allowed to post on behalf of Sandburg, the following procedures must be adhered to in addition to all procedures and best practices listed above:

- **Creating an account:** Sandburg departments, organizations, or programs that would like to start a social media account should contact Coordinator of Multimedia to ensure all College social media sites coordinate with other Sandburg sites and their content. All Sandburg pages must have a dedicated employee who is identified as being responsible for content and responsiveness as an administrator or having the ability to access the account. This includes regularly posting and monitoring the page and responding to comments and questions in a timely manner. The Coordinator of Multimedia will be an administrator of all official Sandburg social media accounts.

- **Acknowledge who you are:** If you are representing Sandburg when responding to direct messages on a social media platform, acknowledge this – transparency is key. If replying to a question or comment and the need for a personal touch “customer care” situation exists, make the post and add your initials to convey a human element.
- **Have a plan and strategy:** Social media managers should consider their messages, audiences, and goals, as well as a strategy for keeping information on social media sites up-to-date. If you need assistance, please contact Coordinator of Multimedia.
- **Link back to Sandburg:** Whenever possible link back to the Sandburg.edu. Posts should be brief and re/direct a visitor to content that resides within Sandburg.edu or supporting social media pages. When linking to a news article about Sandburg, check first to see whether you can link to a news release on Sandburg.edu instead of to an external media site.
- **Protect the College voice:** Posts on social media sites should protect the Sandburg’s institutional voice by remaining professional in tone, taste and integrity.

This section applies to those allowed to post on behalf of Sandburg. These guidelines may be helpful for anyone posting on any social media site in any capacity.

- **Think twice before posting:** Regardless of privacy settings, others may share your post, and ultimately, it’s out there in cyber space. Consider what could happen if a post becomes widely known and how that may reflect both on the person who posts and the College. If you wouldn’t say it at a conference, to a member of the media then you probably should not post it. If you are unsure about posting something or need assistance in responding to an online comment or inquiry, contact the Coordinator of Multimedia.
- **Strive for accuracy:** Get the facts straight before posting them on social media. Review content for grammatical and spelling errors. This is especially important if posting on behalf of the college in any capacity. Not all social media channels allow you to edit, and particularly regarding posting on behalf of the college. Deleting posts may place the college in a negative light therefore we avoid the action at all costs.
- **Be respectful:** Understand that content contributed to a social media site could encourage comments or discussion of opposing ideas. Responses should be considered carefully in light of how they would reflect on the person who posts and/or the college and its institutional voice.
- **Remember your audience:** Be aware that a presence in the social media world is or easily can be made available to the public at large. This includes prospective students, current students, current employers and colleagues, and peers. Consider this before publishing to ensure the post will not alienate, harm, or provoke any group.
- On personal sites, identify your views as your own. If you identify yourself as a Sandburg faculty or staff member online, it should be clear that the views expressed are not necessarily those of the institution.

The College assumes no responsibility or liability for the content of posts, blogs, or other social media activity by employees that is not approved or coordinated through Marketing & Public Relations.

We appreciate your support in adhering to these best practices and procedures. Following information in this document will ultimately allow for a better user experience as both a poster and as a subscriber. Questions regarding any of the previously stated as well as overall efforts or concerns should be directed to Coordinator of Multimedia.