

I. Purpose

The College-Related Web and Social Media Development and Use Policy is designed to facilitate usability and consistency and promote a standardized brand across Pellissippi State's Web and social media platforms. This policy covers accessibility, content and other matters.

II. Website

The Pellissippi State Community College website often serves as the first introduction to the College. A great college website leaves a positive first impression with visitors, including current and prospective students, parents, faculty and staff, institutional partners, and any others seeking information.

The College's website, www.pstcc.edu, is an official publication of Pellissippi State. It is managed by Marketing and Communications. While every department, office, unit, club and organization at Pellissippi State is separate and unique, and each has its own agenda, every area is also part of the College as a whole. Online, each unit needs to be clearly identified with Pellissippi State's brand. In addition, accessibility is an issue related to branding, image and even legal requirements.

The posting of materials on any Pellissippi State Web server is a privilege, not a right, and is granted with certain restrictions and responsibilities. The misuse of any Pellissippi State Web server may result in revoking or denying a user's Web page account.

A. Scope of Policy for the Web

Any Web document on a Pellissippi State Web server that represents Pellissippi State Community College, including its units and subunits, and its activities is expected to follow this policy and the Web and Social Media Publishing Best Practices Guide, a supplement to this policy, and the College, including its units and subunits, should be in compliance within a reasonable amount of time after any change.

B. Official Version of Policy

The official version of this policy will be made available online and through Marketing and Communications. Information included may change. Printed versions may be out of date and, therefore, should not be used to clarify procedures or guidelines related to Web standards for Pellissippi State.

C. Controller of Policy

1. Marketing and Communications maintains and enforces this policy. The office is responsible for developing and managing the College website, www.pstcc.edu, and for approving departmental requests for access to the College's Content Management System and conducting site reviews and approvals for units. In general, the content, both official and unofficial, of College-related website pages and social media pages must adhere to all Pellissippi State Community College rules and regulations, including [Computer System Use Policy 08:13:05](#), [Computer Account Policy 08:13:02](#), [Student Records Confidentiality Policy 04:03:00](#) and the [Equal Opportunity and Non-Discrimination in Education and Employment Policy 00:03:00](#). Violators of any of these policies or Policy 08:13:04 will be subject to appropriate disciplinary action, including the removal of documents and revocation of computing or social media accounts.
2. Marketing and Communications also has established trademarks, licenses, and style guidelines for Pellissippi State logos, word marks, and colors in coordination with this policy and the Web and Social Media Publishing Best Practices Guide.
3. Marketing and Communications
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865.694.6405
marketing@pstcc.edu

D. Access

Web publishers at www.pstcc.edu must be classified as regular faculty or staff, and they must work under the supervision of the coordinator of Web Authoring Services (webmaster) in Marketing and Communications. Requests for access must be submitted for each unit. The webmaster must approve each access request.

Publishing/administrative rights cannot be transferred. Transferring login information will result in disciplinary action. Students cannot have direct publishing rights.

Web publishers/administrators for each unit are responsible for developing their own sites using the templates, graphics, and branding and style guidelines provided by the College.

E. Accessibility

Pellissippi State websites and Web pages must strive to adhere to [Section 508 of the Rehabilitation Act of 1973](#), the [Americans With Disabilities Act](#) and [Pellissippi State's Equal Opportunity and Non-Discrimination in Education and Employment Policy](#) (00:03:00). These guidelines are required of all College websites, regardless of any other exceptions to restrictions in Policy 08:13:04. Web page developers should be sure that pages provide access to all users by following current [WCAG2.0 guidelines](#). Basic rules include but are not limited to the following:

- Use clear and concise language.
- Provide text equivalents to all non-text content.
- Do not use frames in any context.
- Use tables only for tabular data, not for layout.
- Use descriptive links.
- Use headers and links to organize data.
- Test your Web pages in multiple browsers.
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Documents, images or language that is threatening, intimidating, obscene and/or that creates an environment of harassment on the basis of race, color, religion, ethnic or national origin, sex, sexual orientation or gender identity, disability, age, or status as a covered veteran is prohibited.

F. Redundancy

Users will not repeat static information maintained elsewhere by the College. Instead, they will use data feeds or simply link to that other information. For example, job postings are maintained by Human Resources. Job postings will not be recreated on area Web pages. The College Catalog will not be reproduced but simply linked to the Catalog Web page.

G. Content Validity

1. Individual units at Pellissippi State are responsible for the content on all of their Web pages.
2. Content must be up to date and must follow all sections of this policy as well as federal, state, and local laws and codes.

3. The language surrounding links to Web pages outside of the College Web structure may not be written in a form that implies endorsement, sponsorship or other corporate gain.
4. Marketing and Communications reserves the right to remove the link from all College Web pages to any unit(s) that does not follow Policy 08:13:04. Working with the Information Technology Support Center, Marketing and Communications also reserves the right to remove files and/or change CMS settings to units that do not follow Policy 08:13:04.
5. No official unit may go outside the College Web structure and represent itself, its subunits or its activities on another Web server or domain.
6. Third-party software may not be installed on the College's Web server without written approval from Marketing and Communications and the Information Technology Support Center. Proper contracts with third-party vendors are obtained through the Business and Finance Division.
7. Visible credits, such as "Site powered by" and "Site created by," are prohibited.
8. According to Pellissippi State and Tennessee Board of Regents policies, the Pellissippi State Foundation must process all gifts. The Pellissippi State Foundation maintains the sole "online giving" site for all gifts to the College or to the Foundation. Areas may link to this site, but they cannot establish their own online giving application or site, nor can they use a third-party vendor.

H. Copyright

1. All Pellissippi State Web pages must adhere to copyright laws.
2. Pellissippi State Web page publishers must have permission from any copyright holder to use text, photos, graphics, sounds or movies for which the College does not hold copyrights.
3. According to the [Digital Millennium Copyright Act of 1998](#), the College is obligated to take appropriate action if it receives a complaint that copyrighted material is being published over the Pellissippi State network without permission from the copyright holder.

I. Style and System

1. Official College Style Guidelines must be followed on all websites. These guidelines are outlined and detailed in the Pellissippi State Editorial Style Guide, which is maintained by and available from Marketing and Communications.
2. All official units must use the designated system or software of the current Pellissippi State website, the content management system.
3. Web-specific styles, including but not limited to templates, headers, footers, navigation elements, specific required tags, and other required information, are outlined in the Web and Social Media Publishing Best Practices Guide, a supplement to Policy 08:13:04, and must be followed at all times.

III. Social Media and Blogs

Social networking sites such as Facebook, Twitter, YouTube, Instagram and others have gained popularity as a means for individuals and institutions to engage each other in more personal conversations. For Pellissippi State, social networks are another opportunity to reach out to prospective and current students, alumni, faculty and staff, and other friends and supporters.

Pellissippi State's Marketing and Communications Office is responsible for the College's official social media presence on Facebook, Twitter, YouTube, LinkedIn, Tumblr, and Pinterest, but other departments, offices, organizations, and units of the College maintain their own presence on social media sites.

This policy is a comprehensive guide for best practices in social media to help ensure the College is represented in a fair, accurate, and legal manner while protecting the brand and reputation of the institution.

A. Scope of Policy for Social Media

Policy 08:13:04 applies to all social media accounts and blogs (Wordpress, Blogger, etc.) created to represent official business and official departments, offices, programs, entities, centers, recurring festivals/series/events or other units of the College. Student-led organizations and groups are covered by this policy.

Groups that are not permanent components or functions of Pellissippi State or that represent one-time events will not be permitted to establish a social media and/or blog presence. Inaugural events will not be permitted to have a social media and/or blog presence. Recurring events are permitted to have a social media and/or blog presence beginning in their second year.

Individual accounts are exempt from this social media policy.

Pellissippi State employees acting in an individual capacity on social media sites should communicate clearly that the opinions expressed on their personal accounts are solely theirs and may not necessarily reflect the positions of Pellissippi State Community College.

B. Application of Social Media Policy

1. All official units of the College must notify Marketing and Communications of any pages, accounts or profiles that have been created on any form of social media. The coordinator of Web Authoring Services (webmaster) must be given administrative privileges to all social media and/or blog accounts. These administrative privileges

- will not be used to censor or edit posts on social media or blog sites. The webmaster will use administrative privileges only in extreme cases of site abandonment, misuse or clear, repeated disregard for Pellissippi State policies. Before using administrative privileges or unpublishing a site, page or post, the webmaster will work with each unit to try to fix the issues, engage followers per proper social media protocol, and promote the College and individual unit. Administrative privileges also might be used in rare cases in which emergency information must be disseminated as rapidly as possible throughout all of the College's social media sites.
2. Should a Pellissippi State employee (who also is administrator of a social media account) leave the College for any reason or no longer wish to be an account administrator, it is the unit's responsibility to designate another administrator and to remove the former employee's/administrator's permissions to the account. If administrative permissions are changed, the webmaster must be notified.
 3. If a student worker, intern or other non-employee of Pellissippi State is given permission to post to social media sites on behalf of a Pellissippi State official unit, he or she will be held to the requirements of Policy 08:13:04.
 4. All users will use good judgment about content posted to unit accounts. Users will respect privacy and copyright laws and will not post any threatening or obscene content. Users will not post, link to or include any confidential information about the College, its employees or students. Account administrators are responsible for knowing and complying with all applicable Pellissippi State policies and federal, state, and local laws and regulations.
 5. When posting content to any social media site or blog, it is understood that the account administrator has all of the rights necessary to lawfully use that content or that the use of the content is permitted by fair use. Account administrators also agree that they will not knowingly provide misleading or false information and that they will indemnify and hold the College harmless for any claims resulting from the content.
 6. All comments, links, photos, videos, etc., posted to the unit account must be on topic and relevant to the unit and its audience.
 7. Marketing and Communications is available to assist units initially in setting up social media accounts. Additional assistance may be provided as needed. However, units will ultimately be responsible for maintaining and updating their social media accounts.
 8. Each social media or blog page must show a level of activity and/or audience interaction in order to remain relevant to the College's overall communications goals. Marketing and Communications can work with units to engage activity, but habitually inactive accounts can be unpublished by Marketing and Communications.
 9. A unit's account may "like," "fan" or link to other official College accounts but not to celebrities, businesses, products, games, etc.
 10. Use of a social media or blog account affiliated directly with Pellissippi State for personal use, direct financial gain or commercial use is prohibited.

11. On Facebook, all unit accounts must be created as pages instead of as profiles or groups.
12. The official name of a unit's social media account must be consistent with overall institutional branding, i.e., users must refer to the College as Pellissippi State Community College or Pellissippi State, not PSCC, PSTCC or Pellissippi.
13. For more information about social media and blog accounts, users should read the Web and Social Media Publishing Best Practices Guide.

Reviewed/Recommended: President's Council, March 18, 1996

Approved: President Allen G. Edwards, March 26, 1996

Approved: President Allen G. Edwards, August 8, 1997

Approved: President Allen G. Edwards, April 27, 1998

Approved: President Allen G. Edwards, April 19, 2004

Editorial Changes: May 25, 2006, July 1, 2009

Reviewed/Recommended: President's Staff, September 7, 2010

Approved: President Allen G. Edwards, September 7, 2010

Reviewed/Recommended: President's Council, April 27, 2015

Approved: President L. Anthony Wise, Jr., April 27, 2015