



**POLICY 08:13:04
COLLEGE-RELATED WEB
AND SOCIAL MEDIA
DEVELOPMENT AND USE**

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 account.

A. Scope of Policy for the Web

Any online 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 30 days after any change.

B. Official Version of Policy

The official version of this policy will be made available online and through Marketing and Communications.

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. 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 [08:13:01 Information Technology Acceptable Use](#), [08:13:02 Computer Accounts](#), [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 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
10915 Hardin Valley Road
P.O. Box 22990
Knoxville TN 37933-0990
865.694.6530
marketing@pstcc.edu

D. Access

The content on www.pstcc.edu is managed and updated by the coordinator of web authoring services (webmaster) in Marketing and Communications. Requests for updates can be sent to the coordinator of web authoring services (webmaster) as access to the content management system is restricted.

Web publishers/administrators developing content on content management systems approved by the coordinator of web authoring services (webmaster) and vice president of Information Services must use the templates, graphics and branding and style guidelines provided by the College.

E. Accessibility

Pellissippi State websites and web pages must adhere to 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.

F. Redundancy

Users will not repeat static information maintained elsewhere by the College. Instead, they will use data feeds or link to that other information. For example, the College Catalog will not be reproduced, but will be linked to the Catalog webpage.

G. Content Validity

1. Content must be up to date and must follow all sections of this policy as well as federal, state and local laws and codes.
2. The language surrounding links to webpages outside of the College web structure may not be written in a form that implies endorsement, sponsorship or other corporate gain.
3. Marketing and Communications reserves the right to remove the link from all College webpages 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.
4. No official unit may go outside the College web structure and represent itself, its subunits or its activities on another web server or domain.
5. Third-party software may not be installed on the College's web server without approval from Marketing and Communications and the vice president of Information Services. Proper contracts with third-party vendors are obtained through the Business and Finance Division.
6. 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. Web publishers/administrators developing content must use content management systems approved by the coordinator of web authoring services (webmaster) and vice president of Information Services.
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. College 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 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, Instagram and other social networking channels, but other departments, offices, organizations and units of the College maintain their own presence on social media sites. The Social Media and Web Specialist regularly monitors all College-related accounts and is available for help should the need arise, but is not responsible for maintaining or managing the account.

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.

Diversity, equity and inclusion are a part of Pellissippi State's core values. All online communication on the web, blogs and social media accounts should show respect for each other's differences and provide an open, accessible and equitable environment for all.

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.

Personal social media accounts for employees and students of the College are exempt from this social media policy.

B. Application of Social Media Policy

1. All official units of the College must notify Marketing and Communications before creating any pages, accounts or profiles on any form of social media. The social media

and web specialist must be given administrative privileges, including login details, 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 social media and web specialist 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 social media and web specialist 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 may 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 social media and web specialist 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. Photos and content shared on social media sites should be fair use images or have the creator's permission to use before posting.
6. Account administrators should not knowingly provide misleading or false information and will hold the College harmless for any claims resulting from false, misleading or incorrect content.
7. All comments, links, photos, videos, etc., posted to the unit account must be on topic and relevant to the unit and its audience.
8. Social media accounts and blogs should adhere to the Americans with Disabilities Act and Pellissippi State's Equal Opportunity and Non-Discrimination in Education and Employment Policy (00:03:00). Basic rules include but are not limited to:
 - i. Use clear and concise language.
 - ii. Provide text equivalents to all non-text content. This includes adding alt-text to images and captions on videos. When it is not feasible to add alt-text, the description should be provided in the post itself.
9. The designated account administrator is responsible for monitoring comments, shares and private messages sent to the account.
10. Any inappropriate or questionable comments or messages should be discussed with the social media and web specialist before engaging with the sender. Screenshots should be taken of the entire message or comment before taking any action and should be shared with the social media and web specialist.
11. On Facebook, all new accounts must be created as pages instead of as individual profiles or public groups. This allows others to easily "like" a page, rather than requesting to become friends or requesting to join the group.
12. All Facebook pages and any other social media sites that allow reviews should disable the feature.

13. 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.
14. 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 determine appropriate levels of activity, but accounts inactive for more than 90 days are subject to deactivation by Marketing and Communications.
15. A unit's account may share content and links to only other official College, TBR or other TBR College accounts. A unit's account may like/follow/tag local organizations and businesses only if they are relevant to the account, but not celebrities, political or religious accounts or groups.
16. Use of a social media or blog account affiliated or appearing to be directly affiliated with Pellissippi State for personal use, direct financial gain or commercial use is prohibited.
17. Advertising on behalf of external vendors is prohibited on Pellissippi State social media channels.
18. 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, Pelli or Pellissippi.
19. The profile picture for a unit's social media account must be consistent with overall institutional branding, including the use of Pellissippi State logos and graphics.
20. In a crisis or highly charged situation, the official College social media channels may be used as vital communication channels. In the event of an emergency, social media administrators should share only what is posted on the College's official main channels to ensure accuracy and a consistent message.
21. For more information about social media and blog accounts, users should read the Web and Social Media Publishing Best Practices Guide.

IV. Employee Use of Social Media and Blogs

Employees should exercise good judgment about content and respect privacy laws, including when sharing any content related to the College on their personal accounts by adhering to the Family Educational Rights and Privacy Act (FERPA) and the Health Insurance Portability and Accountability Act of 1996 (HIPPA). Confidential information about the College, its staff or its students should not be shared or included on personal social media sites.

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