

CP – 2.33.1

SOCIAL MEDIA

Related Board of Trustees Policy: BP 2.33

OPR: Vice President for Students

Approval: August 2012

Revision: June 13, 2017

SOCIAL MEDIA

Board of Trustees Policy 2.33 recognizes social media as being integral to the College’s requirements for public communications, particularly towards mass audiences.

College-Controlled Sites

The College operates two official social media accounts as part of its communication practices. Both are considered as authoritative in that they communicate official information on behalf of the College, and are administered by the Director of Communications. The Director appoints additional individuals who are authorized to act as site administrators.

- Twitter: The College’s Twitter account is located at www.twitter.com/cravencc.
- Facebook: The College’s Facebook page is located at www.facebook.com/cravencc.
- Instagram: The College’s Instagram account is “knightcraven”.

The account administrators shall exercise editorial judgment with respect to posts and comments to the site in accordance with the Board of Trustees Policy.

Those individuals or groups who want a social networking presence should complete the **Social Media Administrator Agreement** and provide a copy to the college’s Director of Communications.

Administrators will set all account privacy settings to “public.”

Some social media sites, e.g., Facebook, offer a private message service. Account administrators should encourage users to contact them via a College email address. When messages are received via private message, they are to be handled as constituent communications and subject to public records requirements.

College Group Sites

Officially recognized student groups may use College resources to maintain a social networking site for the purpose of promoting their group and communicating with the College community and public. The College does not regulate an official student group’s site based on the viewpoint or opinions expressed by the student group. Official Student Group Sites must comply with the College’s *Student Code of*

Conduct; Board of Trustees Policy 2.27, Sexual and Other Unlawful Harassment; and Board of Trustees Policy 2.33, Online Social Media Networking.

Personal Sites

Employees and students should identify their views expressed on their website, blog, social media and other online presence as their own. If employee or student identifies him/herself as a Craven Community College employee or student online, it should be clear that the views expressed are not those of the college. The College does not authorize, and specifically disclaims any responsibility for, any personal site established by an employee or student. Such personal online presence is not supervised by the College.

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