Social Media Hillsborough Community College Resource Guidelines

All content produced by HCC must follow current HCC rules and procedures, including, but not limited to, the Acceptable Use Policy.

Introduction

This document provides the guidelines to be followed by any person that wishes to use and leverage Hillsborough Community College’s new media (social media) resources. Hillsborough Community College’s new media resources are designed to be utilized as community building and communication tools. They are resources for students, faculty, and staff alike and are presented to encourage engagement and commentary regarding campus life, campus experience and the pursuit of higher education within the HCC framework. Social media is a means of communicating and networking online using a variety of channels.

Facebook Fan Page (Public Profile)
The Facebook Fan Page allows fans to interact through status updates, videos, links, notes, discussions and photos and allows HCC the opportunity to hear and connect with their fans.

Management Guidelines for the HCC Facebook Fan Page
- HCC status updates will be accurate and contain only factual information
- HCC will note any corrections made to errors immediately in the original status update via the comment feature
- HCC fan comments will be replied to or forwarded to the appropriate department for response wherever appropriate

Guidelines for interacting with the HCC Facebook Fan Page
Participation is both encouraged and desired so User Generated Content (UCG) is welcome. If you have a personal Facebook profile, we encourage you to become a fan of the official Fan Page at: www.facebook.com/hccfl.
For the safety of all students and faculty, and the integrity of Hillsborough Community College, please keep the following rules and guidelines in mind when participating on the HCC Facebook Fan Page:
• Status updates containing personal information like home addresses, phone numbers or other personal and confidential information are not permitted. Updates placed on the page containing this type of information will be deleted immediately and the author may be permanently blocked from the Fan Page. Remember: If you wouldn’t say it out loud in public, then please don’t write it on the HCC wall or anywhere else on the Fan Page. Also, please remember that you should only post content to which you have ownership rights. Remember that this is an official HCC account and you are representing HCC.

• The following types of content are subject to editing or complete removal in the sole discretion of HCC:
  
  o Content that contains the first name, last name (other than the default Facebook profile information provided when adding the content), location or other personal and confidential information about a fellow student, faculty member, HCC employee, potential student or community member

  o UGC that does not comply with HCC’s Non-Discrimination Policy, contains derogatory, sexual, pornographic, illegal, blatantly profane, violent or otherwise defamatory content

  o UGC that does not apply to HCC, is off-topic or would be considered spam

  o UGC that is intended to sell promote, advertise or market any product, service, organization or individual

  o Any other UGC that HCC, in its sole discretion, deems to be inappropriate, given the intended purpose of the Facebook fan page

• No unauthorized use of the HCC name, logo or any other branded mark to promote or endorse any product, service, person, program or entity of any type is permitted

• Although the Fan Page is moderated and monitored, status updates and UGC are permitted without prior authorization from HCC. However, any UGC that is deemed inappropriate (see prior examples) will be removed without notification to the submitter

**Twitter**
The Twitter profile allows followers of HCC to receive regular updates regarding happenings within the school in a micro-blogging format and allows HCC to receive updates from the persons and institutions that they are following.
Management Guidelines for the HCC Twitter Account

- HCC tweets will be accurate and contain only factual information
- HCC will correct errors immediately and may note the original feed for contextual purposes
- HCC follower tweets will be replied to or forwarded to the appropriate department for response wherever appropriate

Guidelines for interacting with HCC on Twitter

As is the case with the Facebook Fan Page, participation is both encouraged and desired, so tweets directed at @HCCFL are welcome. Additionally, in the interests of being able to follow the conversation from virtually any location and/or timeframe, please use the hashtag #HCCFL whenever possible. (Note that #HCC is already in use and has been identified as Howard Community College). If you have a personal Twitter profile, we encourage you to follow us at: http://twitter.com/HCCFL.

For the safety of all students and faculty, and the integrity of Hillsborough Community College, please keep the following rules and guidelines in mind when interacting with HCC on Twitter:

- Do not send tweets containing personal information (other than the profile information provided by the author from within their own Twitter personal profile) like first names, last names, location, home addresses, phone numbers or other personal and confidential information about a fellow student, faculty member, HCC employee, potential student or community member on the main page or via direct message (unless approved as a third-party app and specifically related to the author of the actual tweet or acceptable ‘retweet’). The person supplying that type of information may be ‘unfollowed’ and blocked

- Do not send tweets that contain derogatory, sexual, pornographic, discriminatory with regard to race, color, religion, age, gender, disability, sex, marital status, sexual orientation, national origin, or affiliations, veteran status or any other bias that is or may be prohibited by laws, illegal, blatantly profane, violent or otherwise defamatory language or information

- Do not send tweets on behalf of HCC or that appear to be associated with HCC that are intended to sell promote, advertise or market any product, service, organization or individual

YouTube

The YouTube Channel allows subscribers, friends and the general viewing audience of the HCC channel to view, comment and create original video responses to video content
posted by Hillsborough Community College. Video content may include campus life, program information, events, marketing and other school-related subject matter.

Management Guidelines for the HCC YouTube Channel

• HCC videos will be accurate and contain only factual information
• HCC will correct errors immediately and may annotate the original video for contextual purposes
• HCC subscriber, friend and viewer comments and video responses will be replied to or forwarded to the appropriate department for response wherever appropriate

Guidelines for interacting with HCC on YouTube

The HCC YouTube Channel can be accessed at: http://youtube.com/HCCFlorida.

For the safety of all students and faculty, and the integrity of Hillsborough Community College, please keep the following rules and guidelines in mind when interacting with HCC on YouTube:

• Do not post video responses or comments containing personal information like first names, last names, location, home addresses, phone numbers or other personal and confidential information about a fellow student, faculty member, HCC employee, potential student or community member on the channel

• Do not post video responses or comments that contain derogatory, sexual, pornographic, discriminatory with regard to race, color, religion, age, gender, disability, sex, marital status, sexual orientation, national origin, or affiliations, veteran status or any other bias that is or may be prohibited by laws, illegal, blatantly profane, violent or otherwise defamatory language or information

• Do not post video responses or comments that are intended to sell promote, advertise or market any product, service, organization or individual

• HCC may in its sole discretion may remove any video response or comment that it deems to be inappropriate, given the intended purpose of the YouTube channel

Conclusion

These guidelines may be updated from time to time by HCC in it sole discretion and it is your responsibility to review them regularly for updates and new guidelines.