Hillsborough Community College
Social Media Guidelines
Revised on 7.21.2011

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 HCC’s social media resources. HCC’s social 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. These guidelines apply to all forms of social media such as Facebook, Twitter, Blogs, YouTube, Flickr, Foursquare, SCVNGR, text messages and other platforms, as well as those that may be developed after adoption of these guidelines.

Acceptable Use

Social media users are required to follow the HCC Acceptable Use Policy. Using HCC computing resources is not private and may be monitored in accordance with HCC’s Acceptable Use Policy and Florida Public Records laws.

Activities Violating the Law

Violations of the HCC social media policies could result in criminal or civil penalties, as well as could impact either an individual’s employment or student status, including but not limited to disciplinary action, and may result in personal liability. Use of social media in ways that violate the law, including but not limited to federal, state, local and, when applicable, foreign laws, as well as HCC rules, policies, and procedures may result in criminal or civil penalties as well as disciplinary actions. In addition, what is posted on a social networking site may be used as evidence of activity that violates the law. A threat of violence through social media communication likely violates Florida law and would violate HCC rules and procedures. Social media communications that contain false statements that could harm a person’s reputation are likely defamatory and may result in civil liability. Social media communications that are obscene or that represent child pornography violate Florida criminal laws and would violate HCC policies, rules and procedures. HCC Students are also required to comply with the student code of
conduct. These guidelines are not intended to and do not represent a comprehensive review of all statutes, laws, regulations, policies and procedures.

**Confidentiality of Student and Applicant Records**

Federal laws (including the Family Educational Rights and Privacy Act, or “FERPA”), Florida law, and HCC rules and procedures concerning the confidentiality of student and applicant records apply to social media use. Information from student, alumni, or applicant records (including but not limited to academic records, disciplinary records, correspondence through e-mail or other means, or (with limited exceptions) any other records individually identifying HCC students / applicants) should never be released via social media without approval. Written consent of all students and applicants involved approving disclosure to the broad public using social media must be received before approval will be provided.

**HIPPA related Privacy**

Use of social media, even in a personal capacity, must comply with state and federal law concerning patient information including but not limited to the Health Insurance Portability and Accountability Act (HIPAA).

**Restricted Data**

Revealing other forms of legally restricted records, data, or information via social media is strictly prohibited. Records protected include but are not limited to: Social Security numbers, financial information, employee or student medical information, limited access employee records pursuant to Florida Statutes, trade secrets, copyrighted materials, and other materials HCC is required to maintain as confidential or has agreed to do so.

**Misrepresentation**

Those affiliated with HCC may not portray themselves as acting on behalf of the College or present a social media account as an official HCC account unless authorized to do so. HCC faculty, staff, students, or volunteers may not represent their own positions and opinions as those of HCC. When using social media in a personal capacity, reasonable precautions must be taken to indicate that the activity is being conducted as a private person and not as an employee, agent, or spokesperson of Hillsborough Community College.

**Authorization**

Authorization to present a social media account as a college activity must come from the cabinet member for the department as well as the Executive Director of Marketing.
and Public Relations. Permission to use any HCC trademarks or logos must be provided by the Marketing and Public Relations Department.

Professional Standards

Text, photos, videos, and other material posted on social media pages, including personal ones, should be in keeping with generally accepted professional and/or ethical standards. Depictions of behavior that do not comply with professional and/or ethical standards may result in disciplinary action.

In addition to the above, please keep in mind the following platform-specific guidelines:

Facebook Page
The Facebook Page allows users to interact through status updates, videos, links, notes, discussions and photos and allows HCC the opportunity to hear and connect with users.

Management Guidelines for the HCC Facebook 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 user comments will be replied to or forwarded to the appropriate department for response wherever appropriate

Guidelines for interacting with the HCC Facebook 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 “Like” the official Page at: http://facebook.com/hccfl. For the safety of all students and faculty, and the integrity of HCC, please keep the following rules and guidelines in mind when participating on the HCC Facebook 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 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 Page. Also, please remember that you should only post content to which you have ownership rights. Remember that this is an official HCC Page.

• 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

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

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

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

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

- Do not use the HCC name, logo or any other branded mark to promote or endorse any product, service, person, program or entity of any type

- Although the 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

In addition to the official HCC Page, there are several other pages, groups and events on Facebook that are related to but not directly managed by HCC. In these cases, the guidelines established above should be applied to these entities as well.

**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 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 HCC, 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 HCC. 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 HCC, 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 remove any video response or comment that it deems to be inappropriate, given the intended purpose of the YouTube channel.

**Facebook Places, Foursquare and other Location-Based Services**

There are several location-based services in use today that allow users to share their location with their friends and to leave “tips” about those locations. When leaving a tip about an HCC venue, please keep these rules and guidelines in mind:

- Do not post tips containing personal information like first names, last names, home addresses, phone numbers or other personal and confidential information about a fellow student, faculty member, HCC employee, potential student or community member or yourself.

- Do not post tips 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 any tips that are intended to sell, promote, advertise or market any product, service, organization or individual.

In addition to the above guidelines, remember to exercise caution and good judgment when building your network of followers as well as checking-in to venues so that you are not announcing your whereabouts to strangers.
Conclusion

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

To protect the HCC brand, intellectual property and trademarks and for the safety of all students and faculty, the creation of HCC-related accounts or profiles on any social networks requires prior authorization from Ashley Carl, 813.253.7158, acarl@hccful.edu.