PIEDMONT COLLEGE

Social Media Policies

Social media sites like Facebook, Twitter, YouTube and LinkedIn have become important and influential communication channels for our community. To assist in posting content and managing these and other sites, Piedmont College has developed policies and guidelines for official and personal use of social media.

These policies and guidelines apply to college faculty, staff and students, and can be used in connection with social media accounts associated with schools, departments, programs and offices.

Piedmont College’s main social media accounts may choose to post college-related social media content generated by faculty, staff and/or students. Piedmont College’s main institutional social media accounts include:

1. Facebook: http://www.facebook.com/PiedmontCollege
2. Facebook: http://www.facebook.com/PiedmontAlumni
3. Twitter: http://twitter.com/PiedmontGA
4. Twitter: http://twitter.com/PiedmontAlumni
5. LinkedIn: Piedmont College – University Page (https://www.linkedin.com/edu/school?id=18181&trk=tyah&trkInfo=tarId%3A1404133693093%2Ctas%3APiedmont%20College%2Cidx%3A4-1-6
7. YouTube: http://www.youtube.com/PiedmontCollege
8. Pinterest: http://pinterest.com/PiedmontCollege

Social Media Accounts

1. Institutional accounts – these represent the official college media communication venues. These sites are created and managed by the Office of Institutional Advancement. (INSTITUTIONAL ACCOUNTS)
2. College-recognized departmental accounts – these represent official college units and have a regular full-time college staff or faculty employee assigned to administer the accounts. These college departments are responsible for the content. It is the responsibility of the account administrator to oversee the content and dialogue. (DEPARTMENTAL ACCOUNTS)
3. Student-organization accounts – these represent student organizations affiliated with the college. When using the college’s visual identity (name and/or logo(s), the usage must meet the Graphics Standards Policy). These accounts are required to fully comply with the college’s social media guidelines and will be monitored by administrators. (STUDENT-ORGANIZATION ACCOUNTS)

The purpose of using these communication channels on behalf of Piedmont College is to support the college’s mission, goals, programs, and sanctioned efforts, including college news, information, content and directives. Posts from Piedmont College will only be permitted using official social media accounts.

**Login / Getting Started**

Prior to engaging in any form of social media involving Piedmont College, you must obtain permission from your department head and notify Brian Carter.

In determining what form of social media is right for you, please view the Piedmont College Social Media Startup Guidelines for ideas.

In order to avoid inactive accounts due to staff changes, all Piedmont associated social media channels will need to ensure login and password information is provided to Brian Carter, Web Coordinator.

**Posting**

Piedmont College encourages Faculty, Staff and Students to use social media but reminds users that at any time they can be perceived as a spokesperson of the college.

Confidential or proprietary college information or similar information of third parties, who have shared such information with you on behalf of Piedmont College, should not be shared publicly on these social media channels.

Exercise discretion, thoughtfulness and respect for your colleagues, associates and the college’s supporters/community (social media fans). A healthy dialogue with constructive criticism can be useful but refrain from engaging in dialogue that could disparage colleagues, competitors, or critics.

Be mindful that all posted content is subject to review in accordance with Piedmont College’s employee policies and editorial guidelines.

Faculty, Staff and Students are encouraged to “Share” an official Piedmont College social media account post or status, but are not permitted to speak on behalf of the college using their personal social media account. If you have Piedmont College
information and news that you would like to announce to the public or media, please contact David Price or Brian Carter.

If you have any doubt about posting content on these social media sites, please consult the Web Coordinator, Brian Carter. Due to the evolving nature of social media, the policies and guidelines are subject to revision by Piedmont College.

**Branding & Logos**

Piedmont College logos and/or visual identity cannot be used for personal social media without college permission from David Price and Regina Fried.

When establishing an image or logo for an official Piedmont College social media account, all graphics and logos must adhere to the college’s graphic standards.

Piedmont College does not monitor personal websites but will address issues that violate established HR, Editorial, Graphic and Social Media guidelines.