

## 3.3.16p. OFTC Social Media Procedure

Social Media sites are communication tools that help support the college's mission, goals, programs, and sanctioned efforts and have the potential to create a significant impact on organizational and professional reputations. Therefore, OFTC has developed a procedure to properly portray, promote and protect the institution and to ensure that any and all interactions on behalf of OFTC represent the College's best interests:

- Prior to engaging in any form of social media involving OFTC, you must receive permission from the supervisor as appointed by your department head and notify the Office of Marketing.
- OFTC logos and/or visual identity cannot be used for personal social media without permission. Please contact the Office of Marketing for approval.
- The OFTC Social Media Procedure only applies to social media accounts created to represent OFTC groups, departments, programs, entities, etc. and does not apply to personal accounts. The College does not take responsibility for pages developed by others.
- Best practices for social media accounts should be followed.

### Best Practices

- When using an officially recognized social media channel, assume at all times that you are representing OFTC.
- Use good judgment about content and respect privacy laws. Do not include confidential information about the college, its staff, or its students.
- You may post any content that is not threatening, obscene, a violation of intellectual property rights or privacy law, or otherwise injurious or illegal. OFTC has the right to remove any content for any reason that violates this rule.
- Representation of your personal opinions as being endorsed by the College or any of its organizations is strictly prohibited. You may not use the OFTC name to promote any opinion, product, cause, or political candidate.
- By posting content to any social media site, you agree that you own or otherwise control all of the rights to that content, that your use of the content is protected fair use, that you will not knowingly provide misleading or false information, and that you hold the College harmless for any claims resulting from the content.

Adopted: January 26, 2012

Reviewed: February 25, 2019

Revised: March 19, 2015