

flccconnects.com the basics

FLCCconnects.com is a Web page that brings together the College's social media accounts. Its current mission is to highlight events and initiatives at FLCC. It is a "news" site aimed at a general audience (students, employees, alumni, community). It complements the main flcc.edu Web page by giving people a feel for the academic and cultural life at the College.

1

These initial guidelines are based on best practices for social media content development and interaction. All site content and linkages to other sites and/or users accepted and/or authorized by FLCC Connects will function in accordance with applicable College policies, as well as federal and state laws and regulations of social media applications used by the site (i.e. Facebook, Twitter, You Tube, etc.).

2

Users of FLCC Connects must follow commonly accepted practices related to social networking as outlined in the working guidelines.

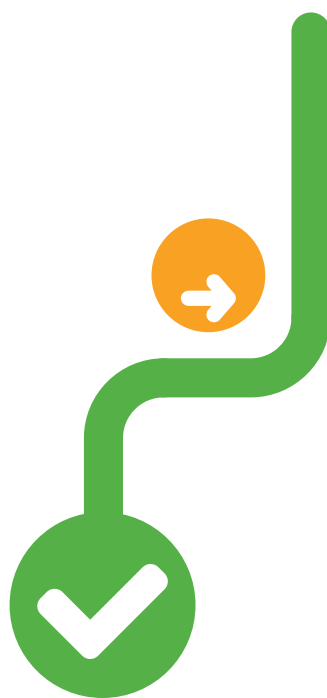
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The Advancement division is the primary administrator for the College's social media presence on FLCC Connects. The Advancement division's Community Affairs department is responsible for managing content and working to encourage the use of FLCC Connects among external and internal audiences.



flccconnects.com

HOW TO play!

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- Users of FLCC Connects are expected to use good judgment
 - The College will restrict or disallow publishing, posting, uploading, distributing or disseminating any profane, personal attacks, negative rants, cyber bullying, and solicitation by external vendors, and defamatory, obscene, indecent or unlawful topics, material or information on FLCC Connects
 - Site content which does not reflect FLCC's best interests or which is prohibited will be removed by authorized staff at the College
 - The College reserves the right to edit and/or remove postings without prior notice and any other material which is prohibited from FLCC Connects
 - FLCC Connects will be monitored as an interactive tool by the Advancement division's Community Affairs department and user conduct must follow institutional social network guidelines
 - Questionable conduct may be reported to Academic Affairs, Human Resources, the Office of Campus Safety, and social networking sites such as Facebook, etc. when deemed necessary by FLCC Connects Web site Administrators
 - All content and posts are bound by corresponding social network terms of use (Facebook, Twitter, etc.), the FLCC Code of Conduct, and FLCC policies and regulations
 - Both in professional and institutional roles, internal stakeholders of FLCC (students, faculty and staff) should follow the same behavioral standards online as they would in real life

rules of the road...



The keys to success in social media are being **honest** about who you are, being **thoughtful** before you post, and **respecting** the purpose of the community where you are posting.

- Maintain confidentiality
- Respect copyright and fair use
- Don't use FLCC logos for endorsements or without approval from FLCC Marketing and/or Advancement
- Use good judgment about content and respect privacy laws
- Be transparent; be honest about your identity
- Be accurate and correct errors
- Be respectful
- It's a conversation; talk to your readers like you would talk to real people in professional situations
- Be a valued member
- Think before you post: privacy does not exist in the world of social media
- Keep your personal views separate; uphold the college's mission and values
- Remember your audience
- Be authentic
- On personal sites, identify your views as your own
- Protect your identity
- Know the rules. Become familiar with the terms of service and policies of sites and networks in which you participate
- Be aware of liability
- Follow a code of ethics