Best Practices for Social Media

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Why Social Media?

- Promote
- Inform
- Engage

Know Your Audience

- Where are they?
  - Students
  - Prospective Students
  - Community/Stakeholders
  - Specific Target Groups
- When are they there?
- What “speaks” to them?

Social Media Channels

- Facebook
- LinkedIn
- Twitter
- YouTube
- Instagram
- Snapchat
- Pinterest
- Tumblr
- Musical.ly

SOCIAL MEDIA EXPLAINED

TWITTER - I'M EATING A #DOUGHNUT
FACEBOOK - I LIKE EATING DOUGHNUTS
SNAPCHAT - SEE A PIC OF MY DOUGHNUT DISAPPEAR
INSTAGRAM - HERE'S A VINTAGE PHOTO OF A DOUGHNUT
YOUTUBE - WATCH ME EATING A DOUGHNUT
LINKEDIN - MY SKILLS INCLUDE EATING DOUGHNUTS
G+ - I'M A GOOGLE EMPLOYEE WHO EATS DOUGHNUTS

El Camino College Social Media Channels

www.facebook.com/ElCaminoCollege

37,637 Fans

Types of Posts:
Recruitment, Informational, Promotional, Engage Audience
Free and paid ads

Frequency of Posts:
1-5 posts per day

El Camino College Social Media Channels

www.twitter.com/ECC_Online

8,169 Followers

Types of Posts:
Recruitment, Informational, Promotional, Engage Audience
Free and paid ads

Frequency of Posts:
5-7 posts per day

El Camino College Social Media Channels

www.instagram.com/ECC_Online

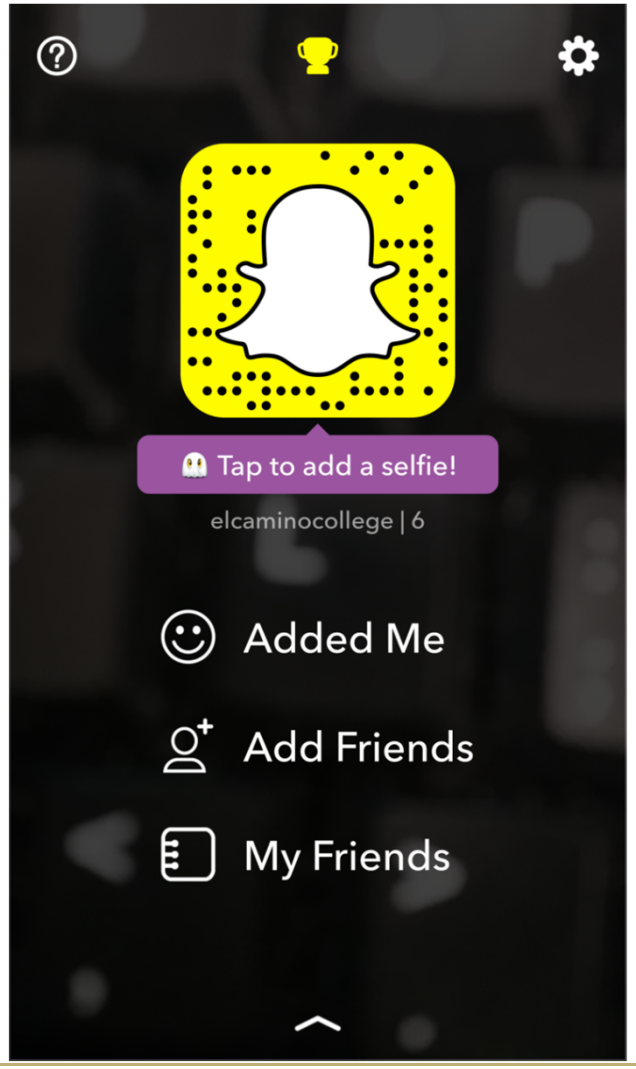
2,018 Followers

Frequency of Posts:

1-3 images per week, including re-posting photos tagged with #elcaminopov

Free and paid ads

El Camino College Social Media Channels



Snapchat

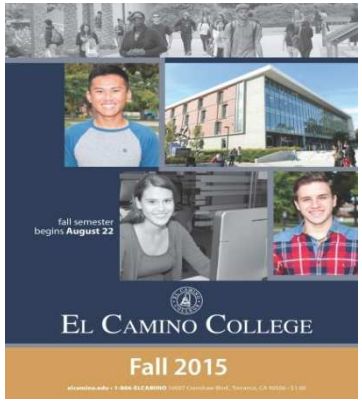
Frequency of Posts:
2-5 snaps – photos and videos - per week

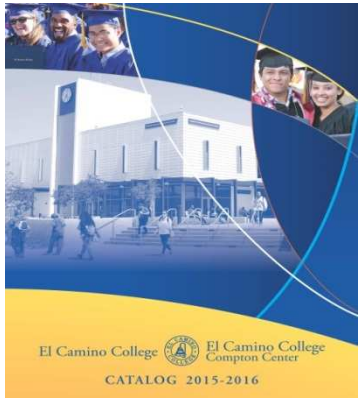
El Camino College - An Integrated Plan

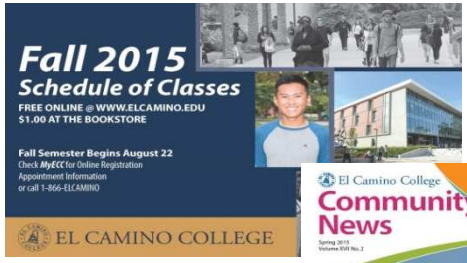
Free and paid social media posts direct visitors to the El Camino College website.

El Camino College – Cross Promotion

El Camino College's official social media channels are included on all promotional materials – free and paid.







COLLEGE USE OF SOCIAL MEDIA

College Use of Social Media

- Does your college have approved social media pages and accounts?
- What kinds of social media does your college use?
- For what purposes does your college use social media accounts?
- Who is authorized to use the various types of social media?
- Is there an adopted social media policy?

College Use of Social Media

- Many colleges have subaccounts for social media.
- The subaccounts are used by organizations and groups to publish and distribute information about events, deadlines, and achievements.
- Subaccounts are also used by college departments. For example, a Human Resources Department can post job openings and application deadlines.

College Use of Social Media

Legal Issues:

- Speech
  - Type of Forum Created
  - Limitations on Speech
    - Entanglements with religion
    - Political activity (Education Code section 7054)
    - Defamation
    - Obscenity, Harassment, Inciting violence

College Use of Social Media

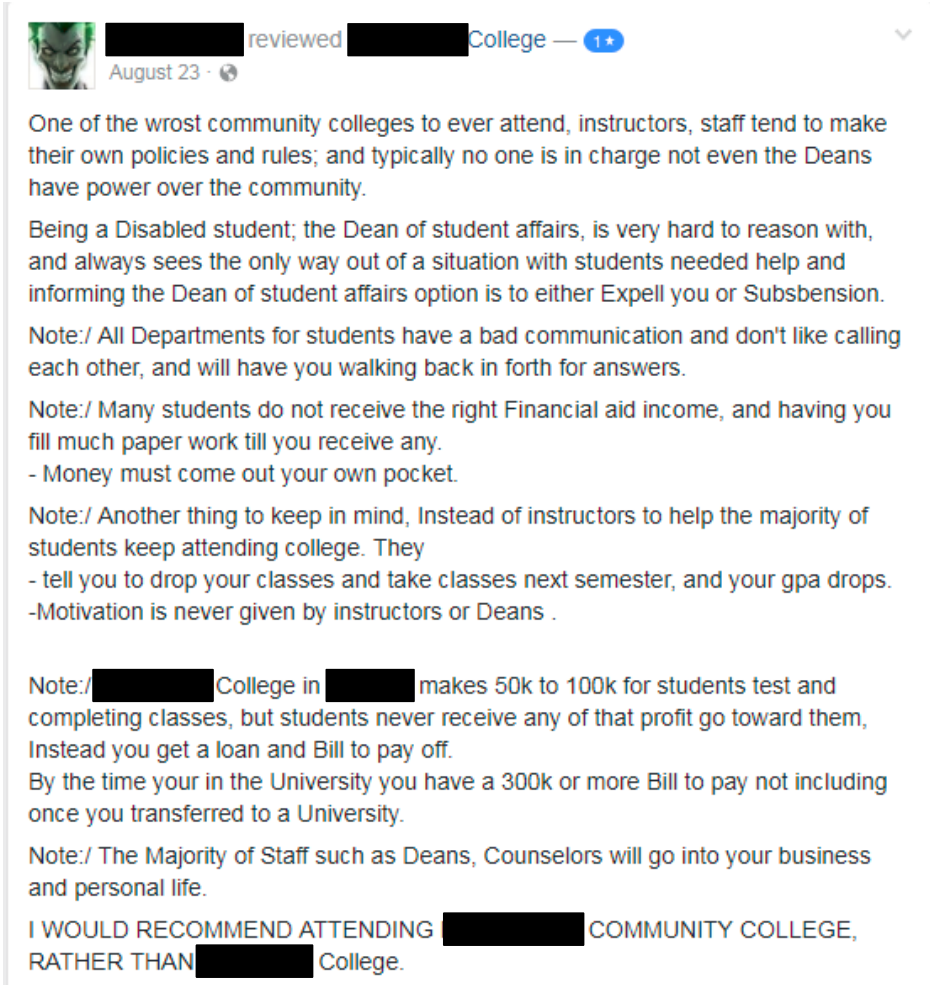
Legal Issues:

- Privacy Rights
  - Student information (FERPA), health information privacy laws (e.g., HIPAA)
  - Right of publicity, intrusion into personal affairs, false light
- Intellectual Property
  - Use of logos, copyrighted works
- Brown Act Considerations
  - Majority of trustees engaged in same online discussion

College Use of Social Media

Open vs. Closed Forum

With an open forum, which allows comments, posts, and reviews from third parties, a college has no control over content, and is extremely limited in its ability to remove content based on the expressed viewpoint.



[redacted] reviewed [redacted] College — 1★

August 23 ·

One of the wrost community colleges to ever attend, instructors, staff tend to make their own policies and rules; and typically no one is in charge not even the Deans have power over the community.

Being a Disabled student; the Dean of student affairs, is very hard to reason with, and always sees the only way out of a situation with students needed help and informing the Dean of student affairs option is to either Expell you or Subsbension.

Note:/ All Departments for students have a bad communication and don't like calling each other, and will have you walking back in forth for answers.

Note:/ Many students do not receive the right Financial aid income, and having you fill much paper work till you receive any.
- Money must come out your own pocket.

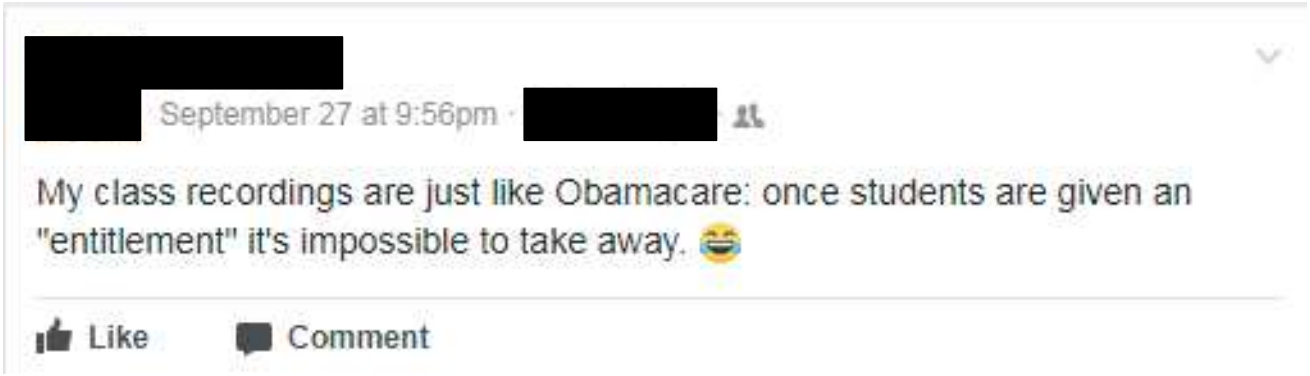
Note:/ Another thing to keep in mind, Instead of instructors to help the majority of students keep attending college. They
- tell you to drop your classes and take classes next semester, and your gpa drops.
-Motivation is never given by instructors or Deans .

Note:/[redacted] College in [redacted] makes 50k to 100k for students test and completing classes, but students never receive any of that profit go toward them, Instead you get a loan and Bill to pay off.
By the time your in the University you have a 300k or more Bill to pay not including once you transferred to a University.

Note:/ The Majority of Staff such as Deans, Counselors will go into your business and personal life.

I WOULD RECOMMEND ATTENDING [redacted] COMMUNITY COLLEGE, RATHER THAN [redacted] College.

Employee Use of Social Media



Employee Social Media Use

Speech Issues

- The First Amendment to the United States Constitution and Article I, section 2 of the California Constitution guarantee every person the right of free speech and expression.
- Is the employee's social media post made in the employee's official capacity and on a matter of public concern?
- Does the social media post cause disruption among co-workers or hinder the efficient operation of the workplace?

Employee Social Media Use

- What to do if a social media post alerts you to possible employee misconduct?
  - Preserve posting (print it out); conduct investigation
- What to do if a social media post includes inappropriate language (threats, objectifying women, racist comments)?
  - Preserve posting (print it out); conduct investigation

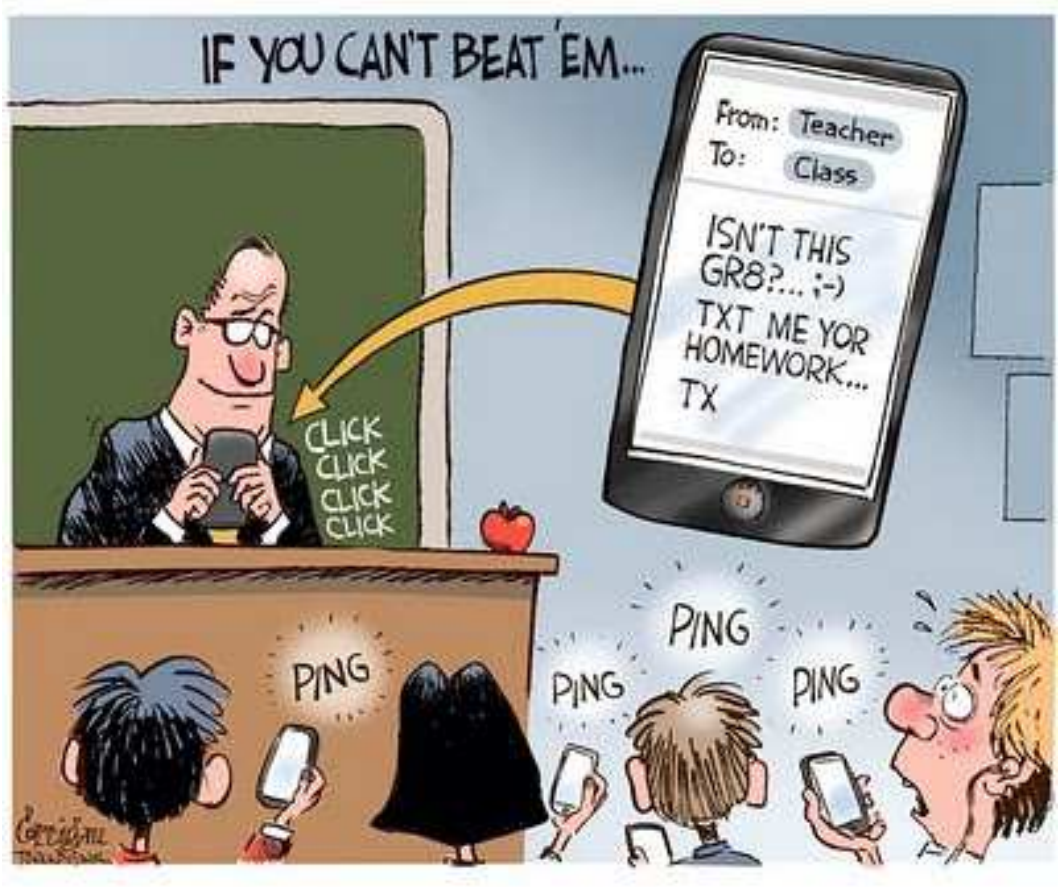
Employee Social Media Use

- How do inappropriate posts on social media differ from inappropriate comments outside of work?
  - More easily preserved and proven, greater impact/harm, seen by more people – notoriety
- Don't employees have the right to do whatever they want outside work?
  - Depends on position of employee, type of conduct, and "nexus"

Employee Social Media Use

- What if I see evidence of employee misconduct on a platform that disappears or does not allow for screenshotting?
  - Access the image on the device, and use another device to take a photo of the image before it disappears
- Should I rely on the district's IT department to preserve evidence of possible electronic misconduct?
  - If possible, work with attorneys who are associated with digital forensic experts to preserve such evidence

USE OF PERSONAL ACCOUNTS



Use of Personal Accounts

City of San Jose v. Superior Court

"This case concerns how laws, originally designed to cover paper documents, apply to evolving methods of electronic communication. It requires recognition that, in today's environment, not all employment-related activity occurs during a conventional workday, or in an employer-maintained workplace."

(*City of San Jose v. Superior Court of Santa Clara County* (2017) 2 Cal.5th 608.)

Use of Personal Accounts

- Are writings concerning the conduct of public business beyond the CPRA's reach merely because they were sent or received using a nongovernment account?
  - No. When a public employee uses a personal account or device to communicate about the conduct of public business, the writings may be subject to disclosure under the California Public Records Act. (*City of San Jose v. Superior Court of Santa Clara County*.)

Use of Personal Accounts

CA Supreme Court's Limited Guidance:

- When faced with a CPRA request seeking records believed to be in an employee's personal account or device, communicate the request to that employee.
  - Rely on employee to search his or her own files
  - Train employees
  - Submit an affidavit

- Preventive Measures –Develop policies that reduce the incidence of public records being maintained solely in private accounts and devices.

Employee Use of Personal Accounts

- If the district permits employees to use private accounts, require all emails involving district business, sent by an employee through a private account, be copied to the employee's district email account.

- Discourage or prohibit employees from using personal accounts to conduct district business.

Trustee Use of Personal Accounts

- If trustees use private accounts, consider:
  - Providing a college account
  - Requiring all emails involving college business, sent through a private account, be copied to a college email account
  - Discouraging trustees from using personal accounts to conduct college business

SOCIAL MEDIA POLICIES

Social Media Policies

- Does your college have a social media policy?
- Do you have different social media policies for trustees and employees?
- Does your college's acceptable use policy account for responsible social media use?

Social Media Policies

- Acceptable Use Policy
  - Employees are responsible for the appropriate use of technology and shall use the College's electronic resources only for purposes related to their employment and in accordance with College policy and laws. Such use is a privilege which may be revoked at any time.
  - Employees should be aware that computer files and communications over the College's electronic networks, including Internet, email and voice mail, are not private. This technology should not be used to transmit confidential information about students, employees, or College business.

Social Media Policies

- Code of Ethics
  - Employees are expected to maintain the highest ethical standards, to follow College policies and regulations, and to abide by state and federal laws.
  - Employee conduct should enhance the integrity of the College and the goals of the educational program.

Social Media Policies

Due Process Considerations

- Policies must provide employees with notice of what social media conduct is prohibited.
- Ensure employees are aware of consequences for social media violations.
- Which policy is more likely to be deemed overbroad?
  - A policy prohibiting "offensive," "inappropriate," or "disparaging" language about others; or
  - A policy prohibiting employees from engaging in unlawful harassment or discrimination of other employees or students using social media.

Social Media Policies

Train Employees on Social Media Dos and Don'ts

- Guide employees through the social media policy and how other College policies may implicate social media conduct.
- Train employees to treat social media posts with the same professionalism as other work-related interactions.
- Model and explain professional social media use.
  - Respond when students initiate friendly social media contact
  - Maintain separate social media accounts, as social media accounts provide access to a person's "publicly private" life
  - Use closed system social media platforms
- Discourage "friending" students.

BEST PRACTICES AND TAKEAWAYS

Best Practices and Takeaways

- Know your audience
- Be respectful of others
- Refrain from using social media to complain about students and work
- Remember you are more likely to resolve complaints by speaking with colleagues and conferring with management
- Become familiar with privacy settings and continually ensure privacy settings are enabled to keep private/personal accounts private

Best Practices and Takeaways

- Express only your personal opinions and do not misrepresent yourself as a spokesperson for your district or school
- Be familiar with your organization's policies regarding social media, professional conduct, and interactions with students outside the workplace
- Never discuss student information or confidential matters on social media
- Use common sense in posting: What might happen if my students see this? Or my supervisor?

Best Practices and Takeaways

- Consider implementing social media use policies, if your organization does not already have one
  - Different policies may be required for *organizational* use of social media and *individual/personal* use of social media
- Consider providing training to employee groups regarding the College's expectations regarding social media use

Best Practices and Takeaways

- Pros and Cons
- Positives and Negatives
- Gray Areas
- Questions

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Question & Answer

Session

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Thank You