

Social Media Procedure

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Purpose

This procedure governs the official development, implementation and use of social media for Florida State College at Jacksonville (FSCJ). The purpose is to allow for consistency, accuracy and accessibility across all College social media sites.

The goal is to streamline the social media channels through which the College communicates with its stakeholders. Utilizing select main accounts will ensure the market is not oversaturated with College-affiliated accounts/profiles and allow the College to provide a consistent, comprehensive message.

Scope

This procedure is applicable to all campuses, departments, programs, clubs and all organizations within FSCJ, including all employees—full time, part time and adjunct, as well as contractors and student workers.

It also governs the development and activity of social media accounts and content for chartered student organizations and FSCJ sub-brands.

Definition

For the purposes of this document, social media is defined as any publicly accessible platform for electronic communication through which users create online communities to share information, ideas, personal messages and/or content.

Examples of social media include, but may not be limited to, Facebook, Twitter, LinkedIn, Instagram, Flickr, Snapchat, TikTok, Vimeo and YouTube.

Background

Florida State College at Jacksonville uses social media as a strategic communications tool to promote, both organically and through paid advertisement, Collegewide marketing and communications efforts.

Benefits of social media include:

- Improving reach to targeted audiences
- Furthering the delivery of consistent, timely and targeted messages
- Facilitating engagement, participation, transparency, collaboration and interactive communication

General Provisions

Any use of a social media channel, creation of a new page/group or development of a social media application for the official use of the College must first be approved by the assistant director of integrated communications and special events (ADICSE) and chief communications officer (CCO) in the Marketing and Communications department.

All accounts that have not been approved are prohibited and will be requested to be deleted. Any accounts that are not actively used for a period of six months or more, may be deleted per the discretion of the ADICSE and CCO.

All official FSCJ social media accounts are subject to review at any time for brand consistency, content appropriateness and compliance. **The ADICSE and CCO must have admin rights to all official College accounts and access to edit these sites as appropriate.**

FSCJ reserves the right to block or remove the content of any post that violates College or campus policies, including but not limited to, harassing, threatening or profane language aimed at creating a hostile or intimidating environment. Content may be removed at any time without prior notice for any reason deemed to be in the College's best interest. Concerns about content within any FSCJ social media presence should be reported to socialmedia@fscj.edu.

The College does not take any responsibility for pages or social media content purported to represent the College on unofficial or unapproved social media sites.

Due to frequent technology and social media changes, this procedure may be adjusted regularly to reflect issues or concerns that arise.

Brand and Style Guidelines

Employees and students using College logos and representations in an official, approved College capacity must adhere to the procedures described herein for the development of social media and must not deviate from the guidelines outlined in the [FSCJ Brand and Style Guide](#).

Use of the Florida State College at Jacksonville name, logos or any other College image or iconography on personal social media sites to promote a product, cause or political party or candidate of any kind is prohibited.

Employees and students are prohibited from using College logos or representations in personal social media environments.

Use of College photographs and videos on personal websites and social media is allowable with consent from the administrator of the site or media property from which the content is procured.

Posts on social media sites should protect FSCJ's institutional voice by remaining professional in tone and in good taste.

Official FSCJ Social Media Accounts

The Marketing and Communications office is the primary administrator for the College's main social media accounts.

Each secondary account will have a designated administrator(s) (content manager) who is the main point of contact for that page and responsible for keeping content current, accurate and timely. (The ADICSE and CCO will also have admin permissions).

The ADICSE and CCO must be provided with the names and email addresses of all administrators for all secondary accounts. They must be notified when new administrators are added or when an admin leaves the College or their role regarding social media.

The content managers for the secondary/sub-brands pages should work closely with the ADICSE and/or the CCO to ensure brand consistency and message appropriateness.

Guidelines for Posting

Content managers/administrators should take care that content representing the College is:

- Grammatically correct
- Free of spelling/typing errors
- Presented in an appropriate tone
- Provided in a timely manner

Content cannot promote individual opinions or causes that are not directly related to College purposes.

“Sharing” or “retweeting” content from the main FSCJ accounts is also permissible in such instances.

A schedule of postings should be created, maintained and shared in advance with all appropriate administrators to ensure strategic placement of posts and prevention of double posting. The schedule does not have to be shared with the ADICSE and CCO.

It is recommended that posts be scheduled in advance (on the social media channels that provide this option) to alleviate scheduling conflicts.

It is the responsibility of all administrators to check the social media account for recent postings to make sure posts will not be made back-to-back. Posts should not be made within one hour of each other, with the exception of emergency notifications, weather updates and system maintenance or outages.

It is recommended that there are no more than three posts in a single day on each account. Peak posting times that should be considered, but are not limited to, include:

- 8-9 a.m.
- 11 a.m.-1 p.m.
- 6-8 p.m.

For accounts with multiple active administrators, a system needs to be developed to handle message and comment responses. **It is recommended that one individual should be responsible for reviewing and funneling messages/comments to the appropriate area experts who can provide a response for the administrator to use.**

A screenshot of a sample schedule created in Microsoft Word is included below:

Monday, November 28

Facebook

We're celebrating #GivingTuesday tomorrow with a Mobile Food Giveaway, in partnership with Feeding Northeast Florida, at our Downtown Campus. Volunteers will be in front of Parking Lot 5 from 10 a.m. to 2 p.m. to distribute food bags to any individual in need. All are welcome to come pick up free groceries. Learn more about our #GivingTuesday efforts at [fscj.edu/givingtuesday](https://www.fscj.edu/givingtuesday).

LinkedIn

Instagram

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Twitter

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Monday, November 28

Facebook

Attention current and future Veteran Business Owners! The 6th annual Vetpreneur Summit will take place this Friday, December 2 at Kent Campus. This event is a great opportunity to help you start or continue to grow your business! Veterans, Service Members, National Guard, Reserves and spouses are welcome. Learn more at <https://www.sbdc.unf.edu/events/6th-annual-vetpreneur-summit/>

LinkedIn

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Instagram

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Twitter

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Tuesday, November 29

Facebook

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LinkedIn

Instagram

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Twitter

The #GivingTuesday Mobile Food Giveaway at Downtown Campus is in full swing this morning. If you need groceries, come down to Parking Lot 5 between now & 2 to receive bags of food. Our FSCJ & Feeding Northeast Florida volunteers are ready to assist you! [fscj.edu/givingtuesday](https://www.fscj.edu/givingtuesday).

Official Florida State College at Jacksonville Facebook accounts:

Main

Florida State College at Jacksonville

Secondary

AFC-FSCJ Chapter

Florida State College at Jacksonville danceWORKS

FSCJ Adult Education

FSCJ Alumni

FSCJ Baseball

FSCJ BlueWave

FSCJ Center for Civic Engagement

FSCJ Continuing Workforce Education

FSCJ Esports

FSCJ First Year Experience

FSCJ Galleries

FSCJ HOPE Food Pantry

FSCJ International Club

FSCJ Library and Learning Commons

FSCJ Music

FSCJ Nathan H. Wilson Center for the Arts

FSCJ Sign Language Interpretation Program

FSCJ Student Life

FSCJ Volunteer Services

Upsilon Eta

Sub-brands:

Criminal Justice Center

Fire Academy of the South

FSCJ Artist Series

FSCJ Artist Series Group Sales

FSCJ Artist Series- School Performances

FSCJ Summer Musical Theatre Experience

Official Florida State College at Jacksonville Twitter accounts:

Main

FSCJ_Official

Secondary

FSCJBaseball

FSCJCWE

FSCJLLC

FSCJMBB

FSCJ_Softball

FSCJStudentLife

FSCJVB

FSCJWBB

GoBlueWave

Sub-brands:

Fire Academy of the South

Florida State College at Jacksonville Foundation

FSCJ Artist Series

Official Florida State College at Jacksonville LinkedIn account:

Florida State College at Jacksonville

Official Florida State College at Jacksonville Snapchat account:

FSCJOfficial

Official Florida State College at Jacksonville Instagram account:

FSCJOfficial

Secondary

FSCJArtistSeries

FSCJBaseball

FSCJCareers

FSCJ_choirs

FSCJCrossCountry

FSCJdanceworks
FSCJInternationalClub
FSCJLLC
FSCJMensBasketball
FSCJSGA
FSCJ_smtc
FSCJSoftball
FSCJStudentLife
FSCJVolleyball
FSCJWomensBasketball
FSCJ_WilsonCenter

Official Florida State College at Jacksonville Flickr account:

FSCJ_Official

Official Florida State College at Jacksonville YouTube account:

Florida State College at Jacksonville

*Videos will need to be sent off for closed captioning before being posted. Email video to kevin.labrecque@fscj.edu for assistance.

Those who wish to contribute information or make suggestions for FSCJ social media sites should email socialmedia@fscj.edu. The Marketing and Communications department is responsible for monitoring submissions to this email address.

Requesting an FSCJ Social Media Account

If your program or department is interested in creating a social media account, you must follow these steps below before doing so:

- Prior to creating an account, contact the ADICSE or CCO to notify them of the type of account you wish to create.
- Provide a recommended account name and a brief description of the purpose of the account.
- Create a six-week content calendar (at least 12-15 posts) to include example posts and graphic ideas to be considered to ensure comprehensive plan and account launch. (Review "Guidelines for Posting above)
- Identify who will be responsible for managing the account, content and graphic creation.

***All approved College social media accounts/pages must be created by the Marketing and Communications department. College programs, clubs or student organizations can create a Facebook group instead of a separate Facebook page.** Facebook groups do not have to be created by the Marketing and Communications department. A Facebook group is an effective way to communicate with students/employees about events, updates, job opportunities, etc. while preventing oversaturation with multiple business pages. Groups can be public or private, depending on the need. If you have questions on how to create a Facebook Group, contact [Kelly Thurlow](#), Assistant Director of Integrated Communications and Special Events or check out this tutorial: [Creating a Group](#)

Personal Social Media Accounts

Individuals may not portray yourself as acting on behalf of the College or any part of the College or present a social media account as an official College account unless authorized to do so by the ADICSE or CCO.

Rules and Regulations

Contributors to all official Florida State College at Jacksonville social media accounts and social media in general are accountable under established employee and student guidelines, including the standards set in:

- [Board Rule 11.1 — Student's Rights and Responsibilities](#)
- [Board Rule 3.1 \(APM 03-0203\) — Standards of Employee Conduct](#)
- [Board Rule 2.1 \(APM 02-1303\) — Discrimination, Harassment, Sexual Harassment or Retaliation](#)

Employees and students are personally responsible and accountable for material, content, or any related posting which connotes a representation of the College within any social media environment.

In addition, employees of the College, who use social media for College purposes, must comply with [Chapter 119, Public Records, Florida Statutes](#).

College computers and time on the job are reserved for College-related business as approved by supervisors and in accordance with the Florida State College at Jacksonville's Acceptable Use policy. All individuals must use College's property, which includes College's network and on College's computers, in a manner consistent with all Florida State College at Jacksonville general policies, rules and policies regarding codes of conduct, academic integrity and the College environment.

Copyright

When posting, respect the copyright and intellectual property rights of others and of the College. Always give people proper credit for their work and be sure to acquire the right to use something with attribution before publishing. For guidance, consult the College's [Copyright policy](#) and Florida State College at Jacksonville [Computing Facilities Policies and User Agreement](#).

Confidential and Proprietary Information

Posting of confidential or proprietary information about the College, students, employees or alumni is prohibited.

Employees must follow all applicable federal and state requirements, such as Family Educational Rights and Privacy Act of 1974, as amended, ("FERPA"), [Section 1002.225, Florida Statutes](#), and the [Health Insurance Portability and Accountability Act](#) ("HIPAA").

Further, employees must adhere to all applicable College privacy and confidentiality policies, including [APM 10-0601, Release of Student Information](#). Employees who share confidential information do so at the risk of disciplinary action or termination.

The policies of the marketing and communications office related to purchasing and using images apply to online publication, as well as in print. When using photos of people, there are several important factors to remember. Prior to posting a photo, written permission must be obtained from individuals who are identifiable in photos. The marketing and communications office has photos and videos available for use, which have been pre-approved. Do not tag a photograph of a person, unless you have received his/her permission. For additional information, contact [marketing and communications](#).

Best Practices

Timeliness: It is important to provide timely responses to questions, comments, etc., posted on social media sites. The desired response time is within one to three hours. If an employee encounters a question that cannot be answered accurately, contact marketing and communications for assistance. Content should be maintained regularly.

Think twice before posting: Consider what could happen if a post becomes widely known and how that may reflect both on the person posting and the College. Search engines can turn up posts years after they are created and comments can be forwarded or copied. If you wouldn't say it at a conference or to a member of the media, consider whether you should post it online. If you are unsure about posting something or responding to a comment, ask your supervisor for input or contact marketing and communications.

Strive for accuracy: Get the facts straight before posting them on any social media platforms. Review content for grammatical and spelling errors. This is especially important if posting on behalf of the College in any capacity.

Be respectful: Understand that content contributed to a social media site could encourage comments or discussion of opposing ideas. Responses should be considered carefully in light of how they would reflect on the person posting and/or the College and its institutional voice.

Remember your audience: Be aware that a presence in the social media world is or easily can be made available to the public at large. This includes prospective students, current students, current employers and colleagues and peers. Consider this before publishing to ensure the post will not alienate, harm or provoke any of these groups.

Link back to the College: Whenever possible, link back to the FSCJ website. Ideally, posts should be very brief, redirecting a visitor to content that resides within FSCJ's website.

Protecting photographs: Photographs published on social media sites can be easily appropriated by visitors. Consider adding a watermark and/or posting images at 72 dpi. Images at that size are sufficient for viewing online but not suitable for printing.

Acknowledge who you are: If you are representing Florida State College at Jacksonville when posting on a social media platform, you must acknowledge your identity as a College representative.

Protect Confidential and Proprietary Information: Since FSCJ is a state college be sure that you are complying with the Family Education Right and Privacy Act (FERPA) to ensure you are protecting student's confidential information.