

# Social Media Policy

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**For requests or questions, contact [communications@fscj.edu](mailto:communications@fscj.edu).**

# Purpose

This policy 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 College provides a consistent, comprehensive message.

# Scope

This policy is applicable to all campuses, departments, programs, clubs and all organizations within FSCJ, including faculty and staff—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/X, LinkedIn, Instagram, Flickr, Snapchat, Vimeo and YouTube.

# Background

FSCJ 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, transparency, collaboration and 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 Marketing and Communications department.

All accounts that have not been approved are prohibited, and deletion will be requested. Any accounts that are not actively used for a period of three months or more may be deleted per the discretion of the Chief Communications Officer.

All official FSCJ social media accounts are subject to review at any time for brand consistency, content appropriateness and compliance. **The Marketing and Communications Office must have admin rights, the log in and password 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 [communications@fscj.edu](mailto:communications@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](#). Additional resources including the FSCJ Mascot Brand Guide, links to download logos and more can be found at [fscj.edu/branding](http://fscj.edu/branding). Below is an excerpt from the Mascot Brand Guide:

The FSCJ Manta Rays is the official mascot for Florida State College at Jacksonville and is an additional identifying mark for the Department of Athletics. As a symbol of FSCJ, The Manta Rays appeals primarily to student audiences and alumni.

Academic and administrative units can use the mascot to convey FSCJ pride. The Manta Ray must be used as a secondary element, in addition to the FSCJ logo, in the same way you would use an icon or illustration in a layout, or in a second imprint area on promotional items. See guidelines for additional details and usage examples.

The mascot name should never be shortened to only Rays. The only terms that can be used to represent the FSCJ mascot are Manta Rays or Mantas.

Use of the FSCJ name, logos or any other College image or iconography on personal social media sites to promote a product, cause 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.

### Official FSCJ Accounts

- **Facebook:** Florida State College at Jacksonville

There are additional secondary Facebook accounts that have been approved by the Marketing and Communications Office.

- **Instagram:** FSCJOfficial

There are additional secondary Instagram accounts that have been approved by the Marketing and Communications Office.

- **Twitter/X:** FSCJ\_Official

There are additional secondary Twitter/X accounts that have been approved by the

Marketing and Communications Office.

- **LinkedIn:** Florida State College at Jacksonville
- **Flickr:** FSCJ\_Official
- **YouTube:** Florida State College at Jacksonville

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 Marketing and Communications office must also have admin permissions, the log in and password.)

The Chief Communications Officer must be provided with the names and email addresses of all administrators for all secondary accounts, and should be notified when new administrators are added, when an admin leaves the College or roles regarding social media changes.

The content managers for the secondary/sub-brands pages should work closely with the Marketing and Communications department to ensure brand consistency and message appropriateness.

#### Guidelines for Posting

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

- Factually accurate
- Grammatically correct
- Free of spelling/typing errors
- Presented in an appropriate tone
- Provided in a timely manner
- Compliant with the U.S. Department of Justice's ADA Title II rule to meet Web Content Accessibility Guidelines [WCAG 2.1 Level AA](#) standards by April 2027 (See more under Best Practices)

Content must not promote individual opinions or causes 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 and prevention of double posting. The schedule does not have to be shared with the Marketing and Communications department.

It is recommended that posts be scheduled to alleviate conflicts or overlap. 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 are below:

- 8-9 a.m.
- 11 a.m.-2 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 be responsible for reviewing and funneling messages/comments to the appropriate subject-area experts who can provide a response for the administrator to use.**

\*Videos will need to be sent off for closed captioning before being posted. Email video to [kevin.labrecque@fscj.edu](mailto:kevin.labrecque@fscj.edu) for assistance.

Those who wish to share information or make suggestions for FSCJ social media sites should email [communications@fscj.edu](mailto:communications@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:**

- Email [communications@fscj.edu](mailto:communications@fscj.edu) with your request. Share why your program or department requires a dedicated page.\*
- Provide a recommended account name and a brief description of the purpose of the account.
- Create a six-week content calendar to include example posts (at least 12-15) 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 give admin access,**

**passwords and log ins to the Marketing and Communications department.**

**\*College programs, clubs or student organizations may be advised to 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 specific students/employees about events, updates, job opportunities, etc. that are pertinent to them. Groups can be public or private, depending on the need. If you have questions on how to create a Facebook Group, contact [communications@fscj.edu](mailto:communications@fscj.edu) or review this tutorial: [Creating a Group](#).

## Personal Social Media Accounts

Individuals may not portray themselves 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 Marketing and Communications department.

### Rules and Regulations

Contributors to all official FSCJ 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 FSCJ's Acceptable Use policy. All individuals must use College property, which includes the College's network and computers, in a manner consistent with all FSCJ 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 [Computing Facilities Policy and User Agreement](#).

### Confidential and Proprietary Information

Posting 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 Marketing and Communications policies 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 their permission.

For additional information, contact [Marketing and Communications](#).

# Best Practices

**Accessibility:** The U.S. Department of Justice's ADA Title II rule requires all publicly funded institutions to meet Web Content Accessibility Guidelines (WCAG) 2.1 Level AA standards by April 26, 2027. Learn more [here](#). Any social media post made on FSCJ-affiliated accounts after the compliance date (April 26, 2027) MUST be accessible.

Below are some examples of ways to make content more accessible for all and stay in compliance:

- Copy for captions should be simple.
- Include alt text for all photos and visuals.
- Graphics should use simple fonts and meet color contrast requirements. Use a [contrast analyzer](#) to confirm.
- Hashtags should be used in moderation and in #camelCase or #PascalCase.
- Use emojis in moderation and position them at the end of posts.
- Use shortened URLs to improve readability for screen readers.
- Add captions to all video content (check them for accuracy) including written descriptions for important visual details (unspoken sounds, actions, text on screen) in the post caption for users who cannot see the video.

Find more guidance here: <https://www.accessible-social.com/>

**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 you encounter 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 carefully considered in 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, sharing, liking or following to ensure content does 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 brief, redirecting a visitor to content that resides on FSCJ's website.

**Protect 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 FSCJ 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 students' confidential information.