

## Introduction

These guidelines are intended to guide and enable faculty, staff, students, and alumni who create and administer social networking pages on behalf of Blue Mountain Community College. They do not pertain to, nor do they constrain, scholarly, academic, or pedagogical use of social media. NOTE: The web content facilitation and quality assurance procedure will provide this information.

The goal of social networking sites is to foster a virtual BMCC community for various audiences. Although these sites are outside the direct control of the college, the college maintains an interest in how it is portrayed by them. BMCC's official web site ([www.bluecc.edu](http://www.bluecc.edu)) remains the central communications vehicle for many of its audiences and should not be neglected in favor of social networking. Rather, social networking should be used to enhance communications with the college's target audiences.

Many of the guidelines pertain specifically to Facebook, currently the most widely used social networking tool, and one guideline in particular addresses the use of Twitter. Ideally, these guidelines will be reviewed and updated annually.

## Purposes of college social networking sites

For the college as a whole

- To support and enable recruiting, retention, and alumni relations
- To develop virtual BMCC communities
- To foster interactivity
- To share information
- For student groups (ex: BMCC Veteran's Club, ASG, BMCC Athletic teams)

For academic departments

- To maintain connection to alumni and help foster connections among alumni
- To assist with assessment
- To find opportunities (internships, job leads) for current students

For admissions

- To create community among admitted students
- To assist in yielding students who enroll
- To communicate with members (events, communications, pictures)
- To recruit members

For alumni

- To share information, foster attendance, reconnect

Main BMCC Facebook site: [www.facebook.com/BlueMountainCommunityCollege](http://www.facebook.com/BlueMountainCommunityCollege)

- To push news, keep BMCC top of mind, stay connected
- Friend-raiser (leads to fund-raising)

## Violation of campus policy

There is one area of official policy regarding social networking sites, and that is to exercise freedom of speech with responsibility. If activity on a social networking site is reported as violating campus policy as outlined in the BMCC

Student Rights and Responsibilities document, it will be investigated and handled according to the college disciplinary process.

## **Basic privacy guidelines**

The options for communicating and interacting online are continuously advancing and changing at a fast pace. The college does not closely monitor the use of electronic communications by students, faculty, and staff; however it is within each individual community member's best interest to be aware of issues related to privacy online. These guidelines have been established to assist individual users in making good decisions to protect themselves.

1. Be familiar with privacy options on social networking sites, e-mail, blogs, etc.
2. Set appropriate privacy guards for your personal comfort level.
3. Be aware that no privacy option protects you 100 percent from personal information being shared beyond desired boundaries. Information shared online, even with the highest privacy settings (including e-mails intended for a specific individual or individuals), cannot be protected.
4. Be aware that information posed online may be perceived differently depending on the viewer despite intended effect or outcome.
5. Incidents reported to college officials that may violate campus policy will be investigated and handled according to the campus judicial process.

## **Usage by student and alumni organizations and campus offices**

BMCC recognizes that student organizations, alumni organizations, and campus offices may use various online media to communicate, promote, and inform others about their programs, services, and activities. The guidelines above, along with information about open and closed groups apply to all BMCC affiliated online information. Groups choosing to use online services need to be aware that they are using the college's name and that this can impact the image and reputation of specific individuals, the group, and the college.

## **Photo guidelines**

Photos posted on social networking should be done so with the utmost care. Nothing posted online is private, and photos should be regarded as such. The following guidelines should be used when posting photos:

- Photos of children should not be posted without expressed consent from the parents. Even then such photos should be avoided.
- Care should be taken not to post photos of individuals who would object. This may involve obtaining the appropriate permissions.
- Photos posted on social networking sites must be appropriate. As a guideline, they should be photos that could be posted on the college's official web site. Examples of photos that should be avoided include but are not limited to: photos involving alcohol, nudity, medical and hospital patients, and graphic scenes.
- Appropriate photo credits should be given. Social networking sites still represent BMCC and any agreed-to-credits must be maintained.

## **Copyright**

Beware that intellectual property may be protected by copyright. Newer copyright statements allow creative but non-commercial uses. One website that provides content (including music and images) that may be used in this way is [www.creativecommons.org](http://www.creativecommons.org).

## Logo and titles

For titles of Facebook pages, we recommend using “Blue Mountain Community College” for the first 4 words, as appropriate, for consistency and best result in searches, for example:

- Blue Mountain Community College XXXX Department
- Blue Mountain Community College Associated Student Government
- Blue Mountain Community College Basketball

Correctly selecting and spelling the title of your Facebook page is crucial since editing this title is challenging with Facebook’s policies.

Use of the college logo on Facebook in both the profile image and the cover photo is not recommended. Including the college logo would cause confusion for multiple groups to use the same logo. Please consult BMCC PR & Marketing for help in selecting an appropriate profile and cover image and title.

## Administration

Multiple site administrators are recommended, or at least two so that there is a backup. For student organizations, overlap outgoing and incoming administrators to make sure the transition is smooth.

Please add: (first name)Timber (last name) BmccSocial with an email of: [BMCCNews@bluecc.edu](mailto:BMCCNews@bluecc.edu) or [BMCCSocial@bluecc.edu](mailto:BMCCSocial@bluecc.edu) as an administrator to your page. This will provide the BMCC Marketing department access to the account so that in the instance that a BMCC associated page becomes inactive, the marketing department will be able to either support or close that page.

## Site maintenance and updates

The success of any web site depends on keeping the content fresh and interesting. This is especially true in an organizational setting where outdated or stale sites can reflect poorly on the group and on the college as a whole. In addition, subscribers to Facebook fan pages and similar social networking sites are interested in receiving periodic updates – that’s what gives your site value to them. While there are no hard and fast rules regarding how often content should be added or updated on such sites, site managers should be aware that the success of any site depends on an ongoing commitment to making updates and engaging with the user community.

Should a page become unnecessary (group/department ceases to operate) then we have the option to “unpublish” a page. The page remains intact but is not visible to the Facebook community.

## Groups vs. pages (Facebook only)

Pages, rather than groups, are the preferred method of creating a Facebook presence. Pages have more flexibility, are easier to brand, and allow a greater number of features, including showing up on Facebook homepage news feeds. Pages were specifically designed for organizations, and should be used as such to represent BMCC.

## Open and closed groups

BMCC expects that students, faculty and staff understand the difference between closed and open groups in social networking sites as they post information online. Closed groups often require passwords or approval from the “owner” or “manager” of the group to receive or post information. Open groups often require membership with the social networking site, but do not require membership or passwords to review information posted. In establishing a group in the virtual world please be mindful of how the information posted affects individual members of the college community as well as the college reputation as a whole.

## **Twitter guidelines**

Twitter should include a bio, daily or nearly so updates, active links, and an appropriate image. Tweets should point back to other content.

## **Support for site managers**

For more guidance or feedback on creating and maintaining social networking sites, please contact the BMCC Marketing Director, Anne Livingston, at [alivingston@bluecc.edu](mailto:alivingston@bluecc.edu) or BMCC Vice President Public Relations, Casey White-Zollman at [Cwhitezollman@bluecc.edu](mailto:Cwhitezollman@bluecc.edu)



## Guidelines for Social Networking

<u>BMCC Facebook pages currently published</u>	<u>BMCCNews@bluecc.edu</u>	<u>Published</u>	<u>Admin(s) on Page</u>
Blue Mountain Community College	X	X	BMCC PR & Mktg (C.White-Zollman, A.Livingston) C.Fellows
<u>BMCC Centers &amp; CODs</u>			
Blue Mountain Community College Baker County	X	X	D.Koopman
Blue Mountain Community College Boardman	—	X	A.Morter,
Blue Mountain Community College Grant County	X	X	A.Masterson Armichardy
Blue Mountain Community College – Hermiston	—	X	J.Keys
Blue Mountain Community College Milton-Freewater	X	X	M.Esry, S.Kralman
BMCC Union County	—	X	C.Wilson
<u>Academic Departments</u>			
Blue Mountain Community College-Business & Leadership Dept.	X	X	V.Arnaud, S.Wallace
Blue Mountain Community College Computer Science & Math	—	X	G.Parker, M.VanVliet
BMCC Early Childhood Education Program	X	X	D.Kennison-Kerrigan
Blue Mountain Community College’s Fire Science	—	X	J.Gillette
<u>Resource Departments</u>			
Blue Mountain Community College: Alumni & Friends	X	X	M.Gianotti, S.Stahl
Blue Mountain Community College Bookstore	X	X	K.Schrader, M.Derrikson
Blue Mountain Community College Feves Art Gallery	X	X	L.Sams
Blue Mountain Community College-TRiO	X	X	A.Torres, A.Severin, S.Brown
<u>ATHLETIC TEAMS</u>			
Blue Mountain Community College Baseball	—	X	_____
Blue Mountain Volleyball	—	X	J.Humphreys?
<u>BMCC Softball</u>			
BMCC Softball	—	X	S.Richards
BMCC Softball Program	X	X	J.Abreu
<u>Student Groups/Clubs</u>			
Bmcc Ambassadors	X	X	BmccAmbassadors@ bluecc.edu
BMCC Associated Student Government	X	X	A.Pierson, D.DiFuria, E.Vandehey, K.Bivins
CLAY – BMCC	—	X	V.Schultz
Blue Mountain Community College Collegiate FFA	X	X	A.Livingston, N.Nelson

BMCC Spirit & Cheer Club	—	X	V.Schultz
<b><u>SBDC</u></b>			
Blue Mountain Community College Small Business Development Center	X	X	A.Fowler?
Bmcc Sbdc	—	X	A.Fowler?
Small Business Development Center BMCC (Shopping & Retail)	—	X	A.Fowler?
Small Business Development Center BMCC (Public & Government Service)	—	X	A.Fowler?
<b><u>Other</u></b>			
EOU – cuate at BMCC	—	X	_____

**BMCC Twitter Profiles**

Tweets from Timber (@BMCCNews)	X	X	BMCC PR & Mktg
BMCC Baseball (@BMCCBaseball)	—	X	_____
BMCC SBDC (@BlueMtnSBDC)	—	X	_____
BMCC Mensbb (@BMCCmensbb)	—	X	_____
BMCC Softball (@BlueMtnSoftball)	—	X	_____
BMCC A&C Series (@BMCC_ACF)	—	X	_____

**BMCC Instagram Accounts**

- #bmccsocial
- #BMCC Volleyball
- #bmccbaseball

**BMCC YouTube Channel**

Blue Mountain Community College BMCC

Published videos:

- LEAN Video <https://www.youtube.com/watch?v=agphA1AvaUc>
- BMCC News: Travel Pendleton <https://www.youtube.com/watch?v=DYKaodzEZWw>
- 2015 Car Show [https://www.youtube.com/watch?v=E\\_FfuyR45lQ](https://www.youtube.com/watch?v=E_FfuyR45lQ)
- 2011 Promotional Video <https://www.youtube.com/watch?v=iEdPLZzF-wU>

ATHLETICS:

- Baseball Swag <https://www.youtube.com/watch?v=oKkjWTkxDkw>
- Matt Palmer Tee Work <https://www.youtube.com/watch?v=qyNkDDS88GM>
- Jared Mathews <https://www.youtube.com/watch?v=cZ4vH2GPZAI>
- Tavin Hurley Blue Mountain CC mixtape

[https://www.youtube.com/results?search\\_query=blue+mountain+community+college](https://www.youtube.com/results?search_query=blue+mountain+community+college)

9/5/15 Highline CC vs Blue Mountain CC, NWAC Tourney

[https://www.youtube.com/watch?v=EkYG3YRz3\\_Y](https://www.youtube.com/watch?v=EkYG3YRz3_Y)