Northern Oklahoma College
Social Media & Digital Media Communications Guidelines

These guidelines are intended for and apply to anyone involved in creating, contributing to or distributing information pertaining to Northern Oklahoma College (NOC) via digital media communication often times referred to as social media. The term digital media refers to any communications facilitated by technology. This includes any online use through websites, social media platforms, apps, cell phones, emails, direct messages, messaging services, etc.

We strongly encourage the consideration and strategic integration of any digital media platform that can help achieve the objectives of your organization, department, or the College. These communication platforms are valuable ways to connect with a targeted audience.

In doing so, it is important to remember your efforts are part of the voice of Northern Oklahoma College and we ask that you be mindful of the content you post. Not only will current faculty, staff, and students have access to content you publish, but so will prospective NOC students, alumni and other visitors. As with any NOC communication effort, we always want to convey a positive NOC image.

Anyone who formally communicates on behalf of any NOC organization, department, division, or group is responsible for understanding and following these guidelines as they relate to their personal and professional usage of digital media accounts. Failure to do so can have far-reaching ramifications, potentially damaging the image and reputation of the College, as well as those of your colleagues, peers and everyone affiliated with NOC.

NOC Digital Media Guidelines

Be Transparent. Always make sure you are honest about your identity and relationship to NOC. Be sure to state the purpose of any site or page created. When possible, provide contact information for individuals to connect with your group through other channels.

When posting, as an individual, on digital media platforms, honesty is the best policy and other users will tolerate nothing less. Use your real name when posting rather than a pseudonym or posting anonymously. When appropriate, clarify your position with NOC. If you have a vested personal or professional interest in a topic you are discussing, acknowledge this.

Protect Your Privacy and that of Others. While it is important to disclose your true identity when engaging in any online community, for your own protection you should not share personal information such as phone numbers, complete physical addresses, passwords, etc.

When managing a digital media site, review the settings to determine what information is being disclosed and adjust the settings accordingly. Likewise, don't pass along personal information about others.

Before creating a social media site of any kind for Northern Oklahoma College, an NOC employee, group, division, etc., officially representing NOC, must complete a Social Media Application located at www.noc.edu/socialmedia.

Protect your sites. As with any www.noc.edu web page, it is your responsibility to protect every site for which you are responsible. Passwords should only be shared with those who are managing the site or are responsible for the overall effort. In all cases, more than one person, along with the NOC Webmaster should have access to make administrative changes to ensure a timely response to any needed action.

Sites, which use NOC copyrighted or trademarked material should adhere to the NOC Graphic Standards Guide at www.noc.edu/graphicstandards.

Offer Value to Others. Digital media initiatives should be created when there is an opportunity to share information and build relationships. Listen and engage to get to know the others who are there. Your level of participation will determine the level of success of your participation.

It's a conversation. Talk to your readers like you would talk to real people in professional situations. It's okay for your comments to reflect your own personality and to say what is on your mind. Try to engage with questions or content that are open-ended, invite response and encourage comments. You can also broaden the conversation by citing others who are posting about the same topic and allowing your content to be shared or syndicated. Make sure you post in ways that easily enable sharing.

Respect Others. Treat others as you would like to be treated. Keep in mind everyone is entitled to his or her opinion and spirited debate can be a good thing. Always maintain a level of respect for others and their viewpoints. Resist the temptation to make fun of people even if it would get you a laugh or you feel they might deserve it. When disagreeing with opinions of others, be polite. NOC is known for its friendliness and this should be reflected in our online efforts just as it is in our personal interactions.

Keep Your Engagement Clean and Tasteful. Do not post offensive, obscene, racist, homophobic, sexist or sexually explicit language or photos. This type of content will not be tolerated and will be dealt with according to applicable NOC policies. As the administrator or manager of a site or page, it is your responsibility to ensure such content is removed immediately.

Adhere to Legal or Regulatory Requirements. Never share proprietary or confidential information or comment on anything related to legal matters without the appropriate approval. Please be familiar with NOC policies and procedures as well as FERPA limitations.

Do not speak or state a position on behalf of the College without prior approval. As a state–funded college, NOC cannot take a position on a variety of topics (i.e. political candidates, elections, etc.) and employees of the college are prohibited from stating any position on behalf of the college without prior approval.

No Alcohol or Drugs Allowed, The NOC alcohol and drug policy still applies online. Do not post content or images involving the use of these substances.

Admit Mistakes. If you make a mistake, admit it. Be upfront and be quick with your correction. If you're making changes to a post to correct an earlier post be clear that you have done so.

Create Some Excitement. Your audience is inundated with information every day. Give them a reason to follow or engage with you.

When in Doubt, Don't Post. If you are concerned whether posting something is appropriate, go with your gut feeling and don't post the content. Take a minute to review these guidelines again and modify

your approach accordingly. If you're still unsure, you might want to discuss your concerns with someone in authority. Ultimately, what you publish is yours, as is the responsibility.

Individual Guidelines

There may be times when additional guidelines need to be created for specific efforts. These should not supersede College guidelines.

The Northern Oklahoma College social media sites were created as a place for discussions and updates about NOC. We encourage the expression of opinions and discussions of those topics, which surround our great Institution.

Northern Oklahoma College reserves the right to moderate any and all comments. Comments will be removed if they meet any of the following criteria:

- Profanity, hate speech, and offensive or inappropriate language.

- Personal attacks on other users or Northern Oklahoma College faculty, staff or students.

- Posts containing illegal activity, commercial, political or fund raising solicitations, spam, or copyright/trademark infringement.

- Posts containing advertisements or solicitations, including NOC themed products, will be deleted.

- Off-topic posts inappropriate for this forum.

Northern Oklahoma College reserves the right, at its discretion, to remove any post or to revoke a user's privilege to post to its page.

Comments posted by others do not reflect the opinions of Northern Oklahoma College.

This policy is subject to change at the discretion of Northern Oklahoma College.

Disclaimer on Social Media

Northern Oklahoma College is not responsible for the content posted by members of this community or the accuracy of such content. The views expressed on those sites do not necessarily reflect those of Northern Oklahoma College, its faculty, staff or students site administrators reserve the right to modify or remove the Guidelines, Terms of Use or any other portion any time.

Management of Your Efforts

Every digital media platform should be part of an overarching effort, beyond simply sharing information. Let the following guide you in these efforts:

Identify the purpose – Your creation of any site or engagement on any site should have an identified purpose. The information you provide should be unique and specifically support the stated objectives of your group. Strive to be a valuable resource to your audience by providing important information not easily obtainable elsewhere.

Have a plan – Creating an online presence takes time and dedication. Make sure you have a plan and follow it for the most effective use of your time and to achieve your objectives.

Stay up to date – These guidelines will change from time to time as new technology is utilized and best practices are determined.

Designate responsibilities – Social platforms open a portal for others to communicate with you. You must be prepared to respond to these posts as well as proactively engage with your audience to maximize the impact of your online efforts. Each social site, page or account for your group should have a member of your department, organization or group designated as a manager/administrator, as well as a succession plan should that person leave. These responsibilities should be reviewed on an annual basis to ensure adequate coverage. Inactive accounts or sites can have a detrimental impact on your group's efforts and image. They should be removed immediately.

Hashtag Usage and Recommendations

Hashtags have taken over social media platforms in the last few years, originating on Twitter but slowly making their way to Instagram and Facebook. Hashtags allow users to easily find messages, conversations, posts and content with a similar theme all in one place. Anyone can create a hashtag quickly and easily, but there are some key factors in making your hashtag successful.

- *Make it short and sweet.* A hashtag can be whatever you want it to be, but it's best to keep them short, simple, and easy to understand. For example, consistently using #N_O_C rather than #NorthernOklahomaCollege keeps posts short and simple while still making the concept easy to understand.
- *Do not use punctuation in hashtags.* Punctuation marks and spaces will put an end to your hashtag, so make sure to spell out words like "and," and don't use periods, exclamation points or question marks unless they are at the very end of your hashtag (i.e. #N_O_C!).
- **Below is a list of commonly used college hashtags:**
  #N_O_C
  #Northern
  #MAVS
  #JETS
  #NOCOSUgateway
  #MAVSbaseball, #MAVSsoftball, #MAVScheer, #MAVSsoccer
  #JETSbaseball, #JETSsoftball, #JETScheer

Application for Social Media Pages

Northern Oklahoma College faculty, groups, departments, divisions, programs, entities, etc. wishing to create an official social media page representing Northern Oklahoma College must seek approval by registering the page at www.noc.edu/socialmedia. Approved pages and their administrators will then be subject to follow all the above Digital Media Guidelines.

All officially recognized social media pages will be publicly listed by the College in a directory on the NOC Social Media webpage.

NOC representatives, including student group sponsors, that wish to create an official NOC social media account must first have their group or organization approved through the Office of Student Affairs. After being approved, the representative/organization sponsor must then have their account registered through the Department of Development and Community Relations. Information and application can be found on the Northern Social Media webpage.

Social Media Account/Page Management

- The Department of Development and Community Relations is responsible for oversight and management of all NOC official social media accounts.
- Employees wanting to create a social media account for their group, club, organization or department must fill out the Social Media application, located at www.noc.edu/socialmedia.
- The Department of Development and Community Relations will keep on file documentation detailing the authorized social media page, including, names, passwords and person(s) authorized to use the accounts.
- The NOC Webmaster can provide input and assist in College training on this policy and social media best practices.
- The Department of Development and Community Relations will manage the day-today application process and update the NOC Social Media webpage and Social Media Directory.
- All applicants for officially recognized social media accounts are required to submit the profile image/avatar of each account as part of the application process to ensure that NOC's branding standards are upheld.
- All social media accounts officially recognized by NOC must have at least two NOC employees with administrator rights at all times and one of those must include NOC's Webmaster.
- Should an NOC employee administrator of an account leave the College for any reason or no longer wishes to be an account administrator, it is the academic or administrative department's responsibility to designate another NOC employee to be an account administrator and contact NOC's Webmaster to remove the former employee's administrative permissions to the site.
- NOC employees identified as administrators of accounts are responsible for managing and monitoring content of their NOC social media page. Administrators are responsible to remove content that may violate the Northern Oklahoma College's Social & Digital Media Guidelines.

Communication Alerts

Northern Oklahoma College will use various digital media resources as another tool to connect with media, other campuses and the public in times of crisis; assist with emergency, disaster or crisis communications. Information published on NOC's social media pages may include potential delays or closures of sites or services as deemed applicable and prudent by the Department of Development and Community Relations.