

## **Electronic Social Media Procedures for accounts that represent Highline Community College**

Social media technology is transforming the way the world learns and communicates. At Highline, we recognize the value of having college related social media accounts. The intent of this document is to ensure that social media accounts opened on behalf of Highline have a legitimate business purpose, follow applicable college policies and procedures, and provide for site transferability.

### ***Definition of social media***

Social media is a category of Web sites based on user participation and user-generated content. They include social networking sites like LinkedIn or Facebook, social bookmarking sites like Del.icio.us, social news sites like Digg or Reddit, and other sites centered on user interaction. (<http://searchenginewatch.com/define>)

### ***Scope of procedures***

The following procedures apply to social media used to promote the college and facilitate access to student services, educational opportunities, and college activities. These guidelines do not apply to social media used to support direct teaching and learning activities. (<http://flightline.highline.edu/cwc> )

### ***Setting up a social media account***

Before establishing a social media account, be clear on your purpose and expected outcomes. While social media can be a great tool, they do require attention and maintenance in order to be effective. Your department must have the content and the time necessary to implement social media effectively.

### ***Steps for setting up an account:***

1. Read [Issues](#) and [Best Practices](#).
2. Fill out the Highline social media request form with the following information:
  - Account type                      e.g. Twitter
  - Primary user                      e.g. John Doe
  - Email address                      e.g. communications@highline.edu  
(Use a department resource email. Do NOT use a non-college, personal email address.)
  - Purpose                              e.g. To enhance distribution of college news releases

3. When you submit
  - Your information is saved
  - An email is sent to your department supervisor and Vice President
4. The Vice President's office will notify you by email of your approval. If you are not approved, a reason will be given. A link to your account in the Highline social media application will be included in the VP's approval email.
5. Set up the social media account (e.g. Facebook, Twitter) then use the link in the VP's approval email to return to the Highline social media application and record the following account specifics.
  - Login name (username)
  - Password (Use a unique password, NOT your personal password)
  - Social media URL (full web address)
  - Security questions or other identifying information, if given (Use information you can share with other college personnel.)
  - Permissions (if copyrighted material is used on the site)
  - You may use the college logo for your image. (See Communications and Marketing website for downloadable images.  
<http://www.highline.edu/ia/cam> )