

# Laredo Community College

## Facebook Guidelines

### 2014-2015

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Follow Laredo Community College on its official Facebook Fan Page! LCC's Facebook page allows for positive and dynamic social interaction among prospective students, current students, employees, alumni and interested community members.

The official site – [www.facebook.com/lccpalominos](http://www.facebook.com/lccpalominos) – is administered by the Marketing and Public Relations Office. Please familiarize yourself with the following guidelines for LCC's Facebook Fan page.

### Content guidelines

#### Official content

Only authorized LCC Facebook Fan Page administrators should post content to the college's Facebook Fan Page. College departments or personnel who wish to have content posted should first seek approval from their department head, dean or division leader and then submit their request to the Marketing and Public Relations Office. All proposed content will be reviewed for compliance to all college guidelines and to review quality of photos, graphics and videos prior to posting.

Official content to be posted on the college's Facebook page SHOULD:

- Be current
- Be informative
- Be short and written in active voice
- Follow a consistent style and tone
- Favorably depict LCC programs, services and activities
- Comply with college policies
- Comply with all college branding guidelines
- Honor the privacy of anyone who asks NOT to have his or her image on the college's Facebook page

Official content SHOULD NOT:

- Promote individual opinions or causes not directly related to college purposes
- Advertise a personal product or service
- Sound condescending or defensive
- Promote an activity or event not chartered, approved or sponsored by the college

## **Content posted by fans**

A 'fan' is a member of Facebook who chooses to become a fan of the college's Facebook page. Prospective students, current students, alumni and college personnel are welcome to become fans of the Facebook page and interact with each other. The college's Facebook Page administrators will monitor the site frequently to supervise user conduct. Any questionable conduct can be reported to the Marketing and Public Relations Office.

Fans of Facebook pages are governed by the terms and conditions of Facebook, which can be found at <http://www.facebook.com/terms.php>. Employees and currently enrolled students who participate in LCC's Facebook Fan Page also are expected to comply with existing LCC policies. The college takes no responsibility for content posted to the Facebook page by non-employees.

### *Student fans*

Students should refer to the 'Code of Student Conduct and Discipline' in the student handbook for guidance.

### *Employee fans*

Employees should refer to the Manual of Policy DH (LOCAL): employee Standards of Conduct for guidance.

## **Updating and adding content**

The site should be maintained and updated regularly with relevant, timely content. Dated material should be removed as soon as reasonably possible.

## **Responding to fan posts and comments**

Only authorized LCC Facebook Fan Page administrators should post responses to fan questions and comments. However, fan page administrators will consult with the appropriate office or personnel to formulate answers to questions when necessary. All responses should be timely and accurate.

## **Other Facebook pages**

Any college departments or personnel who wish to create a college-related presence on the web through Facebook must get approval from the Marketing and Public Relations Office and follow college guidelines in creating and administering their site.

## **Disclaimer**

The college's Facebook Fan Page will carry the following disclaimer (The Rules):

'Welcome to the Laredo Community College Facebook page! This page is designed for positive and dynamic social interaction among prospective students, current students, employees, alumni and interested community members. We encourage your active involvement and ask that you please be respectful of others when posting comments.'

Please refrain from posting:

- Profanity, abusive language or personal attacks
- Material that is unlawful, obscene, defamatory, threatening, harassing, abusive, libelous, hateful or embarrassing to any other entity as determined by LCC
- Advertisements and business solicitations, chain letters or spam

The LCC Facebook team reserves the right to remove posts deemed in violation of the guidelines above. We also reserve the right to terminate involvement by fans who post such content.

The views and opinions expressed on the Facebook Fan Page do not necessarily represent those of Laredo Community College. LCC cannot be held responsible for the accuracy, currency or reliability of information posted by external parties.

Thanks for joining our page! We look forward to hearing from you!

### **For information**

For more information or to make suggestions concerning LCC's Facebook Fan Page, please contact the Marketing and Public Relations Office at [mpro@laredo.edu](mailto:mpro@laredo.edu) or by calling 956.721.5140.

For more information on Facebook's terms and conditions, visit <http://www.facebook.com/terms.php>.