| Social Media Procedure | Procedure Number | 8.4P |
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| | Effective Date | May 10, 2017 |

## 1.0 PURPOSE

In accordance with Social Media Policy 8.4, this document outlines the publication guidelines for Laramie County Community College's official pages on social media (e.g. Facebook, Twitter and YouTube). These online social utilities allow individuals or groups of individuals to create a place for a group of people to address the College's or a person's needs.

This procedure addresses the College's official pages and the official social media pages where the individuals, including employees and students, identify themselves as representatives of the College.

C. Personal accounts where individuals do not identify themselves as being affiliated with LCCC are not included in this policy.

D. Because the technology that drives web communication changes rapidly, this procedure may be adjusted to reflect issues that may arise in the management and implementation of the pages or for any other reason that supports the College's priorities for the pages.

## 2.0 REVISION HISTORY

Adopted on:   3/20/17 (This procedure replaces Social Media Procedure No. 7.1P.)

## 3.0 PERSONS AFFECTED

The Laramie County Community College Marketing and Communications Office, Admissions Office, Official Student Groups and their Advisors who use social media as well as individuals identifying themselves as representatives of the college and other college entities are affected by this policy.

## 4.0 DEFINITIONS

A. *Social Media* – Primarily internet- and mobile-based tools with a primary purpose of sharing and discussing information. The term refers to activities that integrate technology, communications and social interaction through words, pictures, videos and audio including streaming/live casting.

B. *Content* – Words, pictures, videos or audio

C. *Postings* – Content published on social media pages.

D. *Social Media Management Team* – LCCC Marketing and Communications and Admissions employees who are responsible for the College's official social media sites.

E.  *Social Media Administrators* – Employees or students who manage an official LCCC social media account.

F.  *Independent Sites* – Blogs, websites, and social media pages that are not officially linked to LCCC's website or social media pages.

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# LCCC Social Media Guidelines

Social media usage at Laramie County Community College (LCCC) is governed by LCCC social media policy.

## Consider Before Getting Started

1. Who will manage your social media presence? Ideally, this is more than one person with a common goal and plan.
2. How much time can you dedicate to sharing and developing content and monitoring the account? This includes regular content updates, checking accounts daily and responding as necessary.
3. Are you committed? It takes time to develop a social media presence, meaning it could take quite some time to establish a community.

## Getting Started

To start a new official LCCC social media page, contact the Social Media Management Team at web@lccc.wy.edu. Provide them with:

1. LCCC program/area requesting the social media account.
2. Account administrators names and contact information.
3. Short description of the intended purpose/goals and audience of the account.
4. Name you intend to use for the account.

The Social Media Management Team will assist as necessary to set up the account. Access to the