

PROCEDURE 2.42.0: GENERAL COMMUNICATIONS, MARKETING AND COMMUNITY RELATIONS

Media and community relations procedure

Contact with media agencies

Direct contact between media agencies is initiated by and handled through Sandburg Marketing. This ensures information conveyed to the media is communicated in one voice with one brand, in a timely and accurate manner to make sure regulations restricting the release of protected information are followed.

- Employees contacted by media representatives must direct the representative to Marketing.
- Marketing will determine how to best handle the inquiry and, if necessary, generate a response or assist you in communicating with the representative.
- Non-marketing employees aren't to contact media representatives regarding official Sandburg programs, services, clubs/organizations activities or special activities.

Coaches approached by the media

Coaches or their designees at events approached by reporters to comment on games, matches and tournaments constitutes an exception to this policy. However, should a media representative inquire about subjects other than those related to the event or team, such requests should be forwarded to Marketing.

Mandatory approval of all public appearances of any college employee for any reason

All public appearances — including college employees who could be viewed as representing Sandburg— must be approved by the president and/or Marketing. This includes:

- News media programs, including TV, radio, podcasts, in-person, etc.
- Community speaking engagements within the Sandburg district
- Participation in community events or parades within the entire Sandburg district, and other appearances where any Sandburg equipment, signage, vehicles, flags, banners, etc., are displayed.

Submit your request via the Marketing request form on the Marketing tile on mySandburg.

Social media procedure

Social media enables Sandburg to showcase its students, employees and alumni through various channels, and it creates direct interaction with our current and prospective students, their families, local communities and stakeholders.

As powerful as this vehicle is, necessary safeguards ensure best practices and overall experiences when using any college-related social media platform and/or referencing the college on any non-sanctioned or personal social media platforms and accounts.

Sandburg's recognized and used social media accounts include, but aren't limited to:

- Facebook
- X
- YouTube
- Instagram
- LinkedIn
- Flickr
- TikTok
- Hosted blogging site(s)

Whether personal, professional or in an institutional role, employees should follow the same behavior standards online as you would in real life. The same professionalism, conduct, policies, procedures and guidelines for interacting with students, parents, alumni, donors, media and other Sandburg constituents also apply online.

Social media procedures

PROTECT CONFIDENTIAL AND PROPRIETARY INFORMATION

Don't post this type of information about Sandburg, students, employees or alumni. Employees must follow this procedure, the applicable federal requirements such as FERPA and HIPAA when online, and adhere to all existing and/or forthcoming federal/state laws and Sandburg policies.

RESPECT COPYRIGHT AND FAIR USE

When posting, be mindful of the copyright and intellectual property rights of others and of the college.

EMPLOYEES CAN'T USE NON-SANCTIONED OR PERSONAL PAGES TO POST OFFICIAL SANDBURG INFORMATION BEFORE IT'S RELEASED BY THE COLLEGE ACCOUNTS

- Employees can share an official college post **after** it's announced by the college account. Examples include awards, dean's list/honors list, graduation list, board items, etc.
- Employees who have authority to post to official channels (as authorized by Marketing) can use these channels to post official information — as long as it's in coordination with Marketing to ensure alignment and timing of messaging.
- The college assumes no responsibility or liability for employee-posted content of posts, blogs or other social media activity not approved or coordinated through Marketing.
- Employees cannot use Sandburg logos or imagery (including Chargers athletics) for endorsements, or on non-sanctioned or personal social media.
- Employees cannot use the college name, logos or imagery to promote a product, cause, or political party or candidate.

- Respect college time and property: Refer to Procedure 2.16.2: Online usage.
- Follow the terms of service (TOS) of any social media platform you use. Depending on the channel, that platform may delete your account for failure to comply. In most cases, the TOS can be accessed at the bottom of the social media home landing page.
- The college will uphold principles of free speech and expression; however, not all speech/expression is protected by the First Amendment, including but not limited to speech/expression that is obscene, defamatory, “fighting words,” a true threat, a false statement or that would provoke an imminent lawless act.
- The college reserves the right to remove content for any reason, including but not limited to content which is defamatory, offensive, pornographic, libelous, discriminatory or otherwise inappropriate, injurious or illegal.
- The college reserves the right to delete or shut down a college-affiliated social media presence at its discretion.

Institutional social media

If you’ve been granted permission by Marketing to post on behalf of Sandburg, you must adhere to the following procedures and all procedures and best practices listed above:

CREATING AN ACCOUNT

Sandburg departments, organizations, clubs or programs that wish to start a social media account must submit a Marketing request form to ensure all college social media sites coordinate with other Sandburg sites and their content.

DEDICATED POINT OF CONTACT

All Sandburg pages must have a dedicated employee who’s responsible for content and responsiveness as an administrator or having the ability to access the account. This includes regularly posting, monitoring the page, and responding to comments and questions in a timely manner. Once selected, provide the name/contact information to Marketing.

MARKETING HAS ADMINISTRATIVE RIGHTS FOR ALL ACCOUNTS

Marketing serves as an administrator of **all** college-related Sandburg social media accounts and have oversight privileges for said accounts.

ACKNOWLEDGE WHO YOU ARE

- If you’re representing Sandburg when responding to direct messages on a social media platform, acknowledge this — transparency is key.
- Never respond directly to a negative comment. Instead, ask the person to direct message you to begin resolving the issue “offline.”
- If replying to a question or comment, and the need for a customer-care situation exists, make the post and add your initials to convey a human element.

- Never delete unwanted or negative comments — unless they violate the terms of service or use other inappropriate language/images. Then, coordinate with Marketing to determine how to respond.

HAVE A PLAN AND STRATEGY

Social media managers should consider their messages, audiences and goals, as well as a strategy for keeping information on social media sites up to date. If you need assistance, contact Marketing.

LINK BACK TO SANDBURG

- Whenever possible, link back to sandburg.edu and tag the official Sandburg accounts in your posts using the @ sign and handle of that social page.
- Posts should be brief and re/direct a visitor to content that resides within sandburg.edu or supporting social media pages.
- When linking to a news article about Sandburg, check first to see whether you can link to a news release on sandburg.edu instead of to an external media site.

PROTECT THE COLLEGE VOICE

Posts on social media sites should protect Sandburg's brand and institutional voice by remaining professional in tone, taste and integrity.

This section applies to those allowed to post on behalf of Sandburg. These guidelines may be helpful for anyone posting on any social media site in any capacity.

THINK TWICE BEFORE POSTING.

- Regardless of privacy settings, others may share your post, and ultimately, it's out there in cyber space.
- Consider what could happen if a post becomes widely known, and how that may reflect both on you and the college. If you wouldn't say it at a conference or to a member of the media, you shouldn't post it.
- If you're unsure about posting something, or need assistance in responding to an online comment or inquiry, contact Marketing.

STRIVE FOR ACCURACY.

- Get the facts straight before posting anything on social media.
- Review content for grammatical and spelling errors. This is especially important if posting on behalf of the college in any capacity. Not all social media channels allow you to edit.
- Deleting posts may place the college in a negative light; therefore, avoid that action at all costs.

BE RESPECTFUL.

- Understand that content contributed to a social media site could encourage comments or discussion of opposing ideas.
- Responses should be considered carefully in light of how they would reflect on the person who posts and/or the college and its institutional voice.

REMEMBER YOUR AUDIENCE.

- Be aware that a presence in the social media world is or easily can be made available to the public at large. This includes prospective students, current students, current employers and colleagues, and peers. Consider this before publishing to ensure the post won't alienate, harm or provoke any group.
- On personal sites, identify your views as your own. If you identify yourself as a Sandburg faculty or staff member online, it should be clear the views expressed are not necessarily those of the institution.

The college assumes no responsibility or liability for employee-posted content of posts, blogs or other social media activity not approved or coordinated through Marketing.

Direct any questions or concerns to Marketing.

*Original: 8/23
Reviewed: 8/25
Revised: 8/25*