



**Cochise College
Administrative Policy**

**Category: Administration
Policy Number: 1018
Title: Social Media**

Cochise College recognizes and supports the use of social media outlets in achieving the college's mission. The college has official social media accounts including but not limited to Facebook, Twitter, Instagram, Google+ and YouTube. All departments, athletic teams and organizations are considered entities or affinity groups.

**Procedure: 1018.1
Guidelines for Posting Social Media Content**

When posting on college-affiliated social media accounts, content creators must follow all college policies. When posting on a college-affiliated social media account, content creators must follow copyright law, applicable federal requirements, such as the Family Educational Rights and Privacy Act (FERPA) and the Health Insurance Portability and Accountability Act (HIPAA), and obey the terms of service of any social media platform employed. When customizing and managing content within a college-affiliated social media account, content creators must follow the standards outlined in the Cochise College Graphic and Editorial Style Guidelines.

**Procedure: 1018.2
Notifying the College**

All college-affiliated social network accounts must appoint a responsible content editor. Departments that have a social media account or would like to start one must submit a social networking account registration form to be placed on file with the college Enrollment Management and Marketing department, which ensures that all college-affiliated social media sites maintain a coordinated message.