

Bergen Community College
Office of Public Relations
Social Media Influencer
Policy and Guidelines



I. Purpose

The Bergen Community College (referred to as the “College”) Office of Public Relations, Community and Cultural Affairs manages the College’s Official social media presence. The purpose of the “Social Media Influencer Policy and Guidelines” document is to outline the policies, strategy and execution for social media influencers at the College. The College encourages the use of social media to connect with others, including but not limited to students, employees, faculty, staff, alumni, supporters, and the College. Social media sites are platforms that enable the College to communicate news and recognition, while encouraging engaging discussions about College current events, news, issues, organizations, and people. This policy defines the policy and guidelines for social media influencers and the use of personal social media sites (as defined in Sections 2 and 3).

II. Social Media Influencer

A. Definition: A social media influencer utilizes their own personal social media accounts to post relevant content that resonates with and reaches a larger audience.

B. Participation: The Office of Public Relations, Community and Cultural Affairs will identify College employees, faculty, staff, students, alumni, and College supporters who would like to serve as social media influencers. The Office of Public Relations, Community, and Cultural Affairs will provide training and guidelines to serve as an official social media influencer at the College. Social media influencers will use official College hashtags in their posts. Serving as a social media influencer is an unpaid volunteer role with no College benefits.

C. Types of Social Media: For the purposes of this document, social media is defined as a software system, platform, or service provided via the Internet to communicate and share information between people through interactions with video, audio, text or multimedia. Examples include, but are not limited to: Facebook, Twitter, Instagram, Flickr, YouTube, LinkedIn, Wordpress and other similar services and platforms.

II. Personal social media accounts

A. Definition: A personal account on a social media channel differs from an Official College Account in the purpose, content and, ideally, namespace of the account. An individual’s personal social media account is intended to reflect the manner of speech, personality and interests of an individual.

B. Guidelines: The following guidelines are meant to help faculty, staff, employees, student workers, students, alumni, and other constituents in maintaining personal social media accounts to not be confused with Official College accounts.

1. If an employee maintains a personal social media account, the individual should avoid creating confusion over whether or not the account is an official social media account associated with Bergen Community College.

2. If an employee or student worker identifies themselves online as a Bergen Community College faculty or staff member, it should be clear that the views expressed on their site are not those of the College and they are not acting in the capacity as a College employee.
3. Disclaimer statements can be added to personal social media accounts. An example of a disclaimer statement is the following: "While I am an employee at Bergen Community College, comments made on this account are my own and do not reflect the official views of the College."

C. Usage: College social media influencers must be responsible, follow the law, and a code of conduct. When College social media influencers post content to their social media accounts, they must remember that their local posts have global significance. When participating in online conversations, it is important to keep this worldview in mind when replying in online conversations. Posting racist content, hate speech, harassment, bullying, or violent threats, is not acceptable behavior. Doing such things on social media can violate the law and go against the College's rules and ethics.

IV. Participation as a Social Media Influencer with Personal Social Media Accounts

Those College employees, faculty, staff, students, alumni, and other College constituents operating as social media influencers will use their own personal social media accounts and use official College hashtags in their posts. Serving as a social media influencer is an unpaid volunteer role with no College benefits, but social media influencers are encouraged to share their unique Bergen story. Please keep in mind the following guidelines when participating as a social media influencer for the College:

1. Encouraged to tell your unique Bergen story without violating College policies, state and federal laws and regulations, including the Health Insurance Portability and Accountability Act (HIPAA) and the Family Educational Rights and Privacy Act (FERPA), as applicable.
2. Use good judgment in sharing only public information.
3. Protect confidential information.
4. Be aware that what you share becomes permanent.
5. Avoid conflicts of interest.
6. Avoid slamming competitor colleges, universities, and other higher education institutions.
7. Keep your interactions conversational and informal, yet professional and tasteful.

V. Official College Social Media Accounts and Hashtags

A. Social media influencers are encouraged to follow, like, tag, and location tag or geotag Official Bergen Community College social media accounts. The following charts detail the College’s Official social media accounts.

Social Media Accounts for Bergen Community College		
Platform	Public Username	Links
Wordpress	www.bergen.edu	
Facebook	@bergencommunitycollege	https://www.facebook.com/bergencommunitycollege
Twitter	@bergenc	https://twitter.com/bergenc
Instagram	@bergenc	https://www.instagram.com/bergenc/
Flickr	@bergenc	https://www.flickr.com/photos/bergenc
YouTube	@BergenCommCollege	https://www.youtube.com/user/BergenCommCollege/
Meetup.com	Bergen Community College Education and Events	https://www.meetup.com/Bergen-Community-College-Education-and-Events/
Instagram	@bergengrad	https://www.instagram.com/bergengrad/

Social Media Accounts for Anna Maria Ciccone Theatre at Bergen Community College		
Platform	Public Username	Links
Facebook	@cicconetheatbergen	https://www.facebook.com/CicconeTheatreatBergen/
Twitter	@cicconetheatre	https://twitter.com/cicconetheatre
Instagram	@cicconetheatbergen	https://www.instagram.com/cicconetheatbergen/

B. Social media influencers can use the following official College hashtags in their social media posts across social media platforms. For a comprehensive list, consult with the Office of Public Relations, Community, and Cultural Affairs.

- #BergenCommunityCollege
- #Bergen
- #Bergengrad or #BergenGrad
- #BergenBulldogs or #GoBergenBulldogs
- #BergenProud
- #BergenPride
- #BergenStrong

VI. College Right to Use Social Media Influencer Content in Branding

The College has the right to use the social media influencers’ content at the College’s discretion including but not limited to news releases, stories, features, and on the College’s official social media accounts.

VII. Media Inquiries

As with any external media inquiry, the Official College spokesperson is the College's Executive Director of the Office of Public Relations, Community, and Cultural Affairs. In the event that the social media influencer is contacted by the media, an outside news organization, or a member of the media via their social media accounts, the social media influencer should not respond to the media or other outside news organization. The social media influencer must refer all media inquiries to the official College spokesperson, which is the College's Executive Director of the Office of Public Relations, Community and Cultural Affairs.

VIII. Social Media Crisis

The Official College spokesperson is the College's Executive Director of the Office of Public Relations, Community and Cultural Affairs. If you receive negative or disparaging posts and/or commentaries about the College or its brands, or see third parties trying to spark negative conversations, contact the official College spokesperson to handle or respond to the negative posts or commentaries. Avoid the temptation to react and respond yourself. Pass the social media post(s) and/or commentaries along to the official College spokesperson who is trained to address such comments.

