Social Media Participation Protocols
Imperial Community College District

By using any Imperial Valley College Social Media site, persons posting are acknowledging they have read, understand and will abide by these protocols.

As an institution of higher learning, Imperial Valley College embraces the free and open exchange of ideas. To that end, the District is committed to free speech.

IVC believes in fostering a thriving online community, We support the various channels of social networking – Facebook, Instagram, Twitter, YouTube, etc. – as valuable tools for engaging students, staff, faculty, alumni, friends and supporters in a constructive two-way dialogue about the District and its mission.

At the same time, the long-term value, vibrancy and success of any social media community depends upon a shared philosophy of how to behave. It's important that members of the IVC community become familiar with regulations on all social media sites IVC uses as well as student conduct policies that may apply. The emphasis for all participants – including site administrators – should always be transparency, honesty, respect and civility.

Safety is a top priority on the Imperial Valley College campus. All of IVC's social media platforms are monitored. Any social media post that is perceived as a threat… direct, indirect or veiled threats directed towards the IVC campus, its students, faculty or staff will be dealt with quickly and local law enforcement officials will be notified. This includes the threat of harm, violence, or any other form of communication that sends fear and panic to the IVC community.

All content, information and views expressed on social media belong to the individuals posting the content, and do not necessarily reflect the official policies or positions of the Imperial Community College District or its Board of Trustees. The District is not responsible for unanswered posts or inaccurate information posted by others.

Here are guidelines for engaging in IVC social media platforms:

• Be respectful of the rights and opinions of others. Be willing to agree to disagree and move on.
• Stay on topic. IVC social media sites are established as forums for the open and honest discussion of matters and developments related to – and limited to – the District's mission: "… *to foster excellence in education that challenges students of every background to develop their intellect, character, and abilities; to assist students in achieving their educational and career goals; and to be responsive to the greater community."*

• Be transparent and honest.

• Add value: Be part of the conversation but don't take it over.

• Avoid hateful speech, personal attacks, "flaming," profanity, vulgarity, pornography, nudity and abusive language.

• Keep personal information (e.g. your phone number and address) out of your posts.

• Think before you write/post: Everything you write or post to a social media site – words, pictures, video – is public or can be discovered. If you post anything on any IVC site, you consent that it can be published and waive any expectation of privacy regarding the post. What you choose to add to the conversation today will live on long after the subject matter has come and gone as a topic of conversation.

• We encourage you to post comments and "like" articles, photos and videos you enjoy.

On our Facebook and other social media platforms, our goal is to post interesting, entertaining and educational content; we welcome your comments and suggestions. We encourage conversation and dialogue, but we want to ensure a respectful online environment and invigorating conversation for the broader IVC community. IVC page administrators review posts and comments regularly to ensure any issues or concerns are addressed in a timely manner.

We may or may not reply to comments, but if it's provocative, fair and insightful, chances are others will engage in the conversation.

We reserve the right to determine and remove from IVC social media sites any of the following:

•   **Comments, links, images or videos that are illegal or encourage illegal activity, or are obscene, defamatory/libelous/slanderous, indecent, lewd, lascivious, sexually harassing or explicit in nature, or pose risks to the health or safety of individuals;**
•   **Comments that personally attack or threaten any person;**
•   **For students, anything that would violate District policies regarding student regulations**
•   **For staff and faculty, anything that would violate District policies regarding staff and faculty regulations**
•   **Successive off-topic posts by one or more individuals or groups;**
•   **Repetitive posts copied and pasted or duplicated by one or more individuals or groups;**
•   **Solicitations or advertisements; and**
•   **Any materials that infringe upon the intellectual property or other rights of any third party.**

If you have a concern about any posted content, or about any content that has been removed by a site administrator, please email socialmedia@imperial.edu