



SOCIAL MEDIA GUIDELINES

LaGuardia Community College's social media platforms are public expressions that tell LaGuardia's story to support College-wide goals.

LaGuardia Community College's Social Media Guidelines apply to all accounts intended to represent entities of LaGuardia (such as divisions, departments, administrative offices, services and programs) and the staff, faculty, administrators, and students who manage or contribute to those accounts.

Account managers for LaGuardia affiliated or represented profiles are required to inform the [Division of Communications & External Affairs](#) of their account(s) for the purposes of information sharing, promotion and brand adherence.

Representation

- A. Uphold LaGuardia's [mission and core values](#).
- B. Use sound judgment regarding content and respect privacy laws.
 - a. Do no harm to LaGuardia Community College and/or City University of New York, students, faculty, administrators, staff, or community.
 - b. Do not post confidential or proprietary information about LaGuardia or any of its students, faculty, staff, or administrators.
 - c. Observe all applicable federal laws and regulations, including the [Family Educational Rights and Privacy Act](#) (FERPA), which restricts the disclosure of personally identifiable student information.
 - d. Confirm the accuracy of information before posting it.
 - e. Be aware that all posts are public or can be made public.
- C. Maintain a clear distinction between LaGuardia entity social presences and your personal social media accounts.



- D. To make clear that a LaGuardia social media account is connected with LaGuardia Community College, include "LAGCC", "LaGuardia", or "LaGuardia Community College" in the name of the affiliated social media profiles
- E. Identify the College clearly by name in profile bio and link to the College's website in the bio or about section.
- F. When referring to the College, "LaGuardia Community College" is preferable at first mention where space allows. In subsequent mentions, and when character counts are limited, "LaGuardia" or "LAGCC" are acceptable. Please refer to the [Brand Guidelines](#) for additional information.
- G. College-affiliated pages must be business or entity profiles or groups rather than personal profiles. See details pertaining to [Facebook](#), [Instagram](#) and [LinkedIn](#).
- H. The Division of Communications & External Affairs serves as the sole representative for LaGuardia Community College for all media inquiries. Promptly notify the Public Relations Manager [Elizabeth Streich, o: (718) 482-6131, c: (347) 229-8674, estreich@lagcc.cuny.edu] or Vice President of Communications & External Affairs [Manuel (Manny) L. Romero, Ed.D., o: (718) 482-5061, c: (480) 235-3366, mlromero@lagcc.cuny.edu] if a member of the media contacts a LaGuardia-affiliated social media profile
- I. LaGuardia Community College and affiliated social media accounts may not endorse, imply endorsement, promote or co-brand with any political candidate/figure, cause, opinion, product, public figure, and/or service other than its own.
- J. Content on all social media becomes immediately public, searchable, and shareable. Search engines, screen shots, and other web technologies make it virtually impossible to "take something back" even if deleted or put up behind private access areas. If a mistake occurs, correct it promptly through the platform editing tools and notify the Division of Communications & External Affairs for assistance.
- K. If a social media error or post generates negative feedback, contact the Division of Communications & External Affairs for guidance.



- L. LAGCC-affiliated social media account holders are expected to monitor incoming comments and messages, both public and private. Please contact the Division of Communications & External Affairs for guidance as needed.
 - M. LAGCC-affiliated social media account managers are encouraged to be aware of breaking news.
 - a. In an emergency or crisis situation dominating the news, social media account managers are to refrain from posting to social media on behalf of LAGCC.
 - b. Scheduled content should be un- scheduled promptly.
 - c. LaGuardia-affiliated accounts may be asked by the Office of the President or Division of Communications & External Affairs to post specific information to the college community during emergency or crisis situations.
-

Content and Imagery

- A. Account owners should incorporate the LaGuardia logo in their social media account's design or profile image. Logo files are available in the Visual Identity SharePoint of the Faculty & Staff Portal. Please do not alter the configuration of the logo and follow guidelines in the Brand Book (available on the Visual Identity SharePoint).
- B. Other, non-college-mark imagery (such as banner, cover, header, and profile images) is at the discretion of the account owner(s). Participants must adhere to copyright laws for all images and text used in social media profiles and posts.
- C. The following procedures for permissions and attribution are applicable to all LAGCC- affiliated social media accounts and web pages:
 - a. LaGuardia's photo/video release guidelines govern the use of images and video of students and employees.



- b. For advance guidance on permission for photography or videotaping of campus visitors or members of the external community, contact the Division of Communications & External Affairs.
 - c. Obtain permission and written consent before using material (images, text, or other media) you do not own or have the right to use. Include a credit and link to the original material as appropriate.
- D. Social media users representing entities of LaGuardia Community College must adhere to all applicable College and CUNY policies, including, without limitation, those listed on the [Human Resources Policies](#) and [CUNY IT Policies](#) webpages.
- E. LaGuardia reserves the right to remove comments posted to its social media platforms that are off-topic or that violate law or any College or CUNY policy or the policies of the social media service. LaGuardia-affiliated accounts should do the same.
- a. Social media account managers are to make and save a printed copy or screenshot of sensitive, threatening, and emergency posts, including the date posted and who posted it.
- F. Accounts must abide by the Terms of Service or User Agreement for each social media service, in addition to adhering to LaGuardia's Social Media Guidelines.
- a. [Facebook Terms of Service](#)
 - b. [Instagram Terms of Use](#)
 - c. [LinkedIn User Agreement](#)
 - d. [Snapchat Terms of Service](#)
 - e. [X Terms of Service](#)
 - f. [YouTube Terms of Service](#)
-



User Privacy

As a courtesy, College-affiliated social media accounts are advised to remind their audiences each semester that social media is a public form of communication. Social media users should understand that their activity anywhere on social media, including on social platforms associated with LaGuardia Community College is not private. Social media users are encouraged to keep up to date on the privacy policies, terms of service, settings, and significant news pertaining to the social media platforms they use.

User Accessibility

- A. To ensure that LAGCC-affiliated social media content can be accessed and enjoyed as widely as possible and is compatible with assistive technology, LaGuardia-affiliated accounts must:
 - a. Activate the X and Instagram settings that allow embedding alternative text for images and add image descriptions of photos to the content posted on all other platforms that accommodate them.
 - b. Caption videos on before posting.
 - B. LaGuardia social media managers and contributors are encouraged to review best practices for accessible social media:
 - a. [Federal Social Media Accessibility Toolkit](#) (DigitalGov)
 - b. [Create Accessible Video, Audio and Social Media](#) (US General Services Administration)
 - c. [Accessible Social Media](#) (University of Minnesota)
-

For further information or support, contact the [Division of Communications & External Affairs](#) at CEA-Division@lagcc.cuny.edu or submit a [Project Request](#).