



# 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, majors and programs, and leadership) 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.

As a rule, anyone opening an official college social media account on behalf of a registered student group, division, program or leader needs approval from the communications office and needs to adhere to the guidelines below on the use of CUNY and LaGuardia branding and best practices.

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## Creating Social Media Accounts

The Division of Communications and External affairs must approve the creation of social media accounts for LaGuardia Community College divisions, departments, offices, majors, programs, members of leadership, etc. and anyone starting an official account. Please email [cea-division@lagcc.cuny.edu](mailto:cea-division@lagcc.cuny.edu) to request approval for the creation of social media accounts. Please allow 10 business days for review. Your request should provide details for the items listed below:

- Why do you want to open a social media account(s)?
- Who is your audience? Why is social media the best and most practical way to keep your audience updated?
- What social media platforms do you want to use?
- Define the purpose of having a social media account.
  - Opening an account with no thoughtful growth plan and strategy and lack of consistent content and attention is not recommended.
- Do you have a staffer(s) with professional social media experience to manage and moderate the account consistently with new content?
  - NOTE: Departments, programs and offices are encouraged to submit content and make requests for social media announcements to be posted on the College's official accounts by CEA via the [project request form](#).

Upon reviewing your request, CEA will communicate directly by email regarding the decision to approve/deny the creation of new social media accounts aiming to represent the college.

### **Approved accounts must:**

- Make clear that the social media account relates to LaGuardia Community College, by including "LAGCC", "LaGuardia", or "LaGuardia Community College" in the profile name;
- Identify the College by linking to a laguardia.edu webpage in the bio or about section;

- Must be properly set up as business or entity profiles or groups rather than personal profiles (see guidelines for [Facebook](#), [Instagram](#) and [LinkedIn](#));
- Must adhere to all applicable College and CUNY policies, including, without limitation, those listed on the [Human Resources Policies](#) and [CUNY IT Policies](#) webpages;
- Abide by the [social media guidelines](#) detailed by the City University of New York.

### **Succession Planning**

Social media platforms should be monitored and should never go without an active administrator/manager. If the administrator of a social media account is leaving CUNY or is otherwise no longer to be an account administrator, a new administrator should be identified immediately. Ownership should be transferred to the new administrator and any access the former employee had should be removed. It is recommended a new password be created for security.

In cases where the social media account will no longer be in use or is not transferred, administrators should deactivate the account. It is not advised to delete an account because you may want to remain in ownership of the handle. Instead, remove all art and make a final post that directs your followers to other social media platforms where you are active and/or a relevant web link and pin the post to the top. In the bio section, a note should be left that indicates that the account is no longer active.

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## **Representation**

- Uphold LaGuardia's [mission and core values](#).
- Use sound judgment regarding content and respect privacy laws.

- Do no harm to LaGuardia Community College and/or City University of New York, students, faculty, administrators, staff, or community.
- Do not post confidential or proprietary information about LaGuardia or any of its students, faculty, staff, or administrators.
- Observe all applicable federal laws and regulations, including:
  - [Family Educational Rights and Privacy Act](#) (FERPA), which restricts the disclosure of personally identifiable student information.
  - [Health Insurance Portability and Accountability Act](#) (HIPAA) which protects the privacy and security of individuals' health information
- Please refer to our guidance regarding [doxxing](#).
- Confirm the accuracy of information before posting it.
- Be aware that all posts are public or can be made public.
- Posts should always remain respectful, professional and inclusive. Abusive or offensive posts that undermine the University's reputation and mission will not be tolerated and could violate [student code of conduct](#) and [employee policies](#).
- Maintain a clear distinction between LaGuardia entity social presences and your personal social media accounts.
  - Do not use a LaGuardia social media account to post for personal purposes. Social media accounts are for the dissemination of official college content only.
- Staff, faculty and students who wish to use social media in a personal capacity and choose to identify themselves as a CUNY staff member, faculty or student in their bio and posts, should have a disclaimer that indicates that their expressed views and opinions are solely theirs, and do not reflect the views and opinions of the University. Social media accounts that use CUNY or LaGuardia's name, likeness or logo to disseminate offensive, abusive and inappropriate content could violate student code of conduct and employee policies and procedures.

### **Media Inquiries**

The Division of Communications & External Affairs serves as the sole representative for LaGuardia Community College for all media inquiries.

If a member of the media contacts a LaGuardia-affiliated social media profile, promptly notify:

- Elizabeth Streich, Public Relations Manager  
office: (718) 482-6131, cell: (347) 229-8674, [estreich@lagcc.cuny.edu](mailto:estreich@lagcc.cuny.edu)
  - Manny L. Romero Ed.D., Vice President of Communications & External Affairs  
office: (718) 482-5061, cell: (480) 235-3366, [mlromero@lagcc.cuny.edu](mailto:mlromero@lagcc.cuny.edu)
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## Best Practices for Content

- 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.
- 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.
- Participants must adhere to copyright laws for all images and text used in social media profiles and posts.
- Utilize LAGCC's Flickr recent promotional campaigns and events.
- Obtain permission and written consent before using material (images, text, or other media) you do not own or have the right to use. Include image credit and link to the original material as appropriate.
- If you plan to take photos for an event or during a class session, a consent and release form is strongly needed. You can find a copy [here](#).

- For advanced guidance on permission for photography or video recording of campus visitors or members of the external community, contact the Division of Communications & External Affairs.

### **Terms of Service**

- 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.
  - [Facebook Terms of Service](#)
  - [Instagram Terms of Use](#)
  - [LinkedIn User Agreement](#)
  - [Snapchat Terms of Service](#)
  - [X Terms of Service](#)
  - [YouTube Terms of Service](#)

### **Accessibility**

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:

- 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.
- Caption videos before posting.
- For further details on how to enhance your social media profile and content accessibility, please visit [the CUNY Accessibility page](#).
- LaGuardia social media managers and contributors are encouraged to review best practices for accessible social media:
  - [Federal Social Media Accessibility Toolkit](#) (DigitalGov)
  - [Create Accessible Video, Audio and Social Media](#) (US General Services Administration)

**Emergencies**

LAGCC-affiliated social media account managers are encouraged to be aware of breaking news.

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.

- Scheduled content should be un-scheduled promptly.
  - 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.
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**Best Practices for Comments and Messages**

- LAGCC-affiliated social media account holders are required to monitor incoming comments and messages, both public and private. Please contact the Division of Communications & External Affairs for guidance as needed.
- Do not engage in debates, arguments or respond to negative comments and direct messages unless you can provide information that may help resolve the issue, offer clarification or an acknowledgment is needed on behalf of LaGuardia Community College/CUNY.
- If a social media error or post generates negative feedback, contact the Division of Communications & External Affairs for guidance.
- Before responding to a post or comment, consult with colleagues and think through your response strategy rather than posting immediately.
- Delete or hide comments that are abusive, contain profanity, are threatening in tone, devolve into personal attacks, and or spam. You should report profiles, comments and users to the social media platform for violating their terms and

community guidelines. Please follow the instructions laid out by the following platforms:

- [Report a violation on Instagram](#)
- [Report a violation on Facebook](#)
- [Report a violation on X](#)
- [Report a violation on LinkedIn](#)
- LaGuardia reserves the right, but is not obligated, to remove comments that
  - are off topic
  - are profane, violent, obscene, or abusive
  - encourage or support discrimination and hate
  - are duplicate or spam
  - advocate illegal activity
  - are misleading or contain falsehoods and/or inaccurate information
  - are threatening in tone or devolve into personal attacks
- Users who repeatedly violate the comment guidelines may be reported, blocked, and/or banned. Posted comments do not necessarily reflect the opinions or policies of LaGuardia or the University. In certain situations, the poster, as well as the content, may be reported to Public Safety or to the authorities, depending on the nature of the content or as required by law.
- If you encounter the following in public comments or direct messages, immediately screenshot and report them to the appropriate office or department:
  - Threats of violence: Report to Public Safety
  - Suicidal language: Report to the Office of Student Affairs
  - Accusations of discrimination and retaliation: Report to CUNY's Reporting Portal
  - Accusations of sexual harassment or sexual assault: Report to Campus Title IX Coordinator

For more guidance, please refer to CUNY's policy regarding [social media comments](#).



## 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.

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## Contact

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