LSCPA
LAMAR STATE COLLEGE ★ PORT ARTHUR

SOCIAL MEDIA
AND BRAND GUIDELINES

Prepared by the Office of Public Information

March 2018

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Quick Overview of This Document

Social Media:

■ All requests for new social media accounts involving Lamar State College Port Arthur must be approved by the Office of Public Information. A request form is attached to this publication. Any existing social media accounts must also be reviewed and approved.

■ All new or existing social media accounts representing LSCPA in any capacity must have the Coordinator of Public Information as administrators of the account.

■ Social media accounts should be updated regularly to maintain audience interest and participation. The everyday administrator of the page should expect to be involved at least Monday through Friday in adding and updating information.

■ Employees and students who maintain a college-related social media account may not use the college name, images or logos to endorse products, causes or political actions of any kind.

College Graphics/Branding:

■ When using college brand graphics, the goal is to present a coherent, consistent communication to maintain the visual identity of the college.

■ Legal, Department of Education, Lamar State College Port Arthur and Texas State University System requirements exist that include the Equal Opportunity Employment Statement, a legal notice and the TSUS system notice.

■ The LSCPA identity includes a specific color palette and font.

■ When using logos or seals, special attention must be paid to the quality of the image, its size, color and placement. There are also specific examples of how *not* to use college visual identifiers.

Social Media Overview

Social media technologies and their ease of use make them attractive channels of communication. However, these tools also can open the possibility of unintended consequences. To enhance the effective use of these technologies, these guidelines draw upon examples of best practices from various institutions to outline the most appropriate use of social media. Due to the rapid changes in technology, this guideline may be reviewed and updated as needed.

Social media provides Lamar State College Port Arthur's employees, students, alumni and others ("Users") an opportunity to interact online to exchange thoughts, ideas and experiences through discussions, postings, photos and videos. These guidelines address the use of Facebook, blogs, Twitter,

YouTube, Flickr, LinkdIn and other social networking sites and tools used by LSCPA, its employees, and student and alumni groups affiliated with the college while performing their duties. This guideline does not seek to dictate the personal uses of social media by employees, students, or alumni. This document addresses the responsibilities and obligations associated with access to computer systems and networks owned or operated by Lamar State College Port Arthur. Use of all social media through the College's computer systems and networks shall at all times adhere to the College's *Information Resources Policy* as outlined in the current issue of the annual catalog, as well as social media sites' communications standards, applicable local, state and federal laws, ethics, and privacy and intellectual property rights. These guidelines govern the use of the College's computer resources for all social media activities in order to maintain standards of quality and relevance to our primary goals of teaching and learning, and our position as a community institution.

In professional roles, LSCPA employees shall maintain the same behavioral standards online as are required in person. Therefore, the same policies, professional expectations and guidelines for interacting with students, parents, alumni, donors, media and other college constituents apply online as well.

The information contained in this document is not in any way an endorsement of personal use of social networking sites on work time or on work equipment. All use outlined here is intended for the interactions and participation on our LSCPA sites and pages to enrich our student's and other stakeholder's online social network experience with LSCPA. Unaccepted uses are strictly prohibited pursuant to the *Information Resources Policy*.

Questions regarding the use of social media or this guideline should be referred to the Coordinator of Public Information. Questions regarding the *Information Resources Policy* should be referred to the Information Technology Services Office at 409-984-6149.

Contact Information

Department of Public Information
publicinformation@lamarpa.edu

General Guidelines

Maintain Confidentiality:

All Users are prohibited from posting confidential or proprietary information about LSCPA, students, employees or alumni. All Users shall adhere to all applicable college privacy and confidentiality policies. Examples of confidential information include student ID numbers, home addresses, SSNs, and contact information. Proprietary information includes quotation of copyrighted materials without proper citation or attribution, etc.

Respect Copyright and Fair Use:

When posting, be mindful of the copyright and intellectual property rights of others and of the college. Permission to use or reproduce copyrighted works is required unless the intended use is clearly permitted under the "fair use" exemption. This includes music, art, literary works, copyrighted photographs or texts, video clips, audiovisual works and audio recordings.

Respect College Time and Property:

College computers and time while at work are reserved for college-related business as approved by supervisors and in accordance with the *Information Resources Policy*. Social networking not related to College business is prohibited and should be done on personal time using personal computers supported by commercial network assets and not college or other State owned resources.

Do No Harm:

Let your social networking activities do no harm to Lamar State College Port Arthur or to yourself and others whether you are conducting college or personal social networking activities.

Understand Your Personal Responsibility:

Staff and faculty are personally responsible for the content they publish on social media sites, blogs, other websites, wikis, forums, or any other form of user-generated content. What you publish online will be publicly accessible for an extended amount of time. Be mindful of what you post and protect your privacy and the privacy of others.

Maintain Transparency:

The fine line between personal and professional activities on social media sites is blurred easily. Be conscientious about what you post and how you portray yourself. Be honest about who you are and what you represent. In personal posts, employees are strongly advised against identifying themselves as an LSCPA

employee. However, if an employee does identify him/herself as a College employee, the employee must be clear that the post is of a personal nature and does not represent the views of Lamar State College Port Arthur.

Correct Mistakes:

If you make a mistake, correct it. Be open and honest; admit you've made an error. If you can correct the original post, do so and be clear that you are making a correction. If you need to add an amended post, do so.

Be Respectful and Professional:

If you are respectful and professional, even while disagreeing with a person or post, you will achieve greater results. View comments or concepts you disagree with as an opportunity for candid and respectful dialogue.

Be Involved and Use Etiquette:

If you participate in social networking sites, follow etiquette and contribute constructive content. Social media sites are not the place for domineering conversations, self-promotion, or spam postings. These types of behaviors are not tolerated and can result in your being banned from the sites where you use this behavior.

Communications between Employees:

Personal Facebook profiles or other social media sites may not be used by supervisors or subordinates to communicate on official College business. When in doubt, contact the Coordinator for Public Information.

Be Mindful; Think Before You Submit Content:

There is no expectation of privacy on any social networking sites. Search engines can index and display posts, content, remarks, and pages any time after they have been published. There are archiving services that cache sites even if they have been taken down and replaced or updated. If you are having a heated reaction to content, take a moment to compose yourself in a respectful and professional way before you respond or act. Post only information, photos, images, and other user-generated content that you are comfortable being completely public and archived by third-party sites or services.

Social Media Guidelines When Posting as an Individual

Use A Disclaimer:

If you post content to any social networking site outside of LSCPA that has to do with the college, its staff, or your work, you must use a disclaimer such as: "This post contains my own personal opinions and does not represent Lamar State College Port Arthur's opinions, views, or positions."

Prohibited Use of LSCPA Logos or Making Endorsements:

All staff, faculty, and employees are prohibited from using college logos, trademarks, or images on personal sites. Do not use LSCPA's name or likeness to endorse products, causes, or political actions of any kind. Questions regarding proper use of LSCPA logos and associated materials should be directed to the Coordinator of Public Information.

Don't Use Pseudonyms:

Do not pretend to be someone else or use fake names. Tracking tools enable supposed anonymous comments and posts to be tracked back to their origin.

Protect Your Identity:

While you should maintain transparency and honesty in your social networking interaction, be careful to not reveal confidential information about yourself that could be used to steal your identity. Never post your home addresses, home phone numbers, where your children go to school, or other information of a sensitive nature on social network sites.

Be Respectful:

Use the same behavior that is expected of you while on campus. Don't use insults, slurs, obscenity, or inflammatory language at any time.

Social Media Guidelines When Posting On Behalf
of Lamar State College Port Arthur

Social Media Site Approval:

No one shall launch a social media account on behalf of a college department, student club or organization, or any other officially-sanctioned LSCPA entity or activity without first obtaining approval from the Coordinator of Public Information. Administrators of sites created prior to this document will be provided with a copy for use and reference and must ensure the site complies with all policies and laws now and moving forward. Only authorized individuals may send or post messages on social networking sites on behalf of LSCPA. Current social media administrators must correct non-compliant pages and sites within 30 days of receiving this guideline document.

Acceptable Use & Monitoring:

All LSCPA policies, including those related to harassment, discrimination, respect for diversity, retaliation, workplace violence, ethics, and conflicts of interest apply to all Users' postings and social media content.

LSCPA reserves the right to monitor employee use of social media. As set forth in the *Information Technology Resource Policy*, employees may be disciplined for violating the confidentiality of LSCPA, of fellow employees, posting harassing or defamatory content or other infractions of LSCPA's normal workplace standards of conduct. This applies to postings and blogging occurring at any time.

Misrepresentation:

When an employee is engaged in social media activities for specific College-related business, the employee should include his/her name and official job title in all communications. When engaging in personal social media activities, employees must specify that they are speaking for themselves and not on behalf of LSCPA. Employees should refrain from identifying LSCPA in personally owned or controlled social media sites or personal commentary posted to social media discussions or pages, or their messages should have clear disclaimers that the views expressed are personal to the author and do not necessarily represent the views of LSCPA. Employees are reminded that they bear personal responsibility for the content of their posts, blogs or other social media content.

Terms of Service:

Obey the Terms of Service of any social media platform used.

Use of Photographs:

Photographs posted on social media sites can be easily copied by visitors. Whenever possible, post images at 72 dpi and approximately 800x600 resolution to protect your intellectual property. Images at that size are sufficient for viewing on the Web, but are not suitable for printing.

For personal social media activities, LSCPA employees are reminded that they should be respectful of co-workers, students, management, and other colleges and universities. It is recommended that you obtain authorization from individuals or colleges and universities prior to posting their picture, using their trademark, or identifying them by their name.

Monitoring Sites:

Social media demands a high level of responsiveness. Administrators are not required to be available 24/7, but are expected to monitor their sites and respond as necessary on a daily basis, Monday through Friday.

Social Media Comments:

LSCPA encourages interaction from social media users, but is not responsible for comments or postings made by visitors.

LSCPA asks that employees making comments on LSCPA pages show respect for other users by ensuring the discussion remains civil. Employee comments and content are also subject to the site's terms of use and code of conduct.

LSCPA reserves the right, but assumes no obligation, to remove content and/or comments that are not related to official college business and consistent with the college's mission. We also do not permit messages selling products or promoting commercial or other private for- profit ventures.

Negative comments can be handled with a careful response. Always try to:

Provide a polite and friendly answer to the question/criticism

Direct him/her to a source of information/assistance, or offer to assist if you can remember that a negative comment is an opportunity to showcase LSCPA

Failure to follow published guidelines:

Failure to comply with these published guidelines can result in the loss of privileges and removal of social media identity.

Conduct also comes under the Texas State University System guidelines. Violation is subject to action accordingly, which could affect employment or status as a student.

Guidelines for Use of Facebook on Behalf of Lamar State College Port Arthur

Facebook is referenced as an example. These guidelines apply, however, to all social media sites.

LSCPA's Official Facebook page:

The Public Information Department is the administrator for the college's official page on Facebook. Those who wish to contribute information to the LSCPA Facebook page as an official message from the college should email the Coordinator of Public Information.

A request form is included in this section for your convenience.

Fans of the page, including students, representative of student clubs, faculty and staff, are also encouraged to post comments and announcements.

Creating and Managing a Facebook Page:

Anyone who wishes to create a Facebook page or group for a college-affiliated department, program, club or organization, must meet with the Coordinator of Public Information for guidance.

Pages or groups created by a department or organization on behalf of the college must be created by authorized representatives of the college. The department's initial page creator must include the Coordinator of Public Information as a page administrator. While the Public Information Coordinator does not intend to actively maintain or monitor these sites, this designation will enable the Public Information Coordinator to properly track college Facebook pages and respond quickly in the event of a problem, such as the unavailability or departure of the staff member who has administrative control of the page.

At present, Facebook page creators have super- administrator rights over the pages they create, however these rights can be transferred to additional administrators if needed though the submittal of a help ticket to Facebook.

To reduce the number of potential problems, it is recommended that the college Public Information Coordinator be asked to create the page, solely for the purpose of maintaining LSCPA ownership of the page. The administrators designated by the department or program will control content and maintain the page as described in this document.

To comply with Facebook terms of service and enable the college to track authorized college pages, any department or organization wishing to create a page or group must provide the Public Information Coordinator with the name and contact information for the individual(s) who will be authorized by the department to administer the page on an ongoing basis.

Account Security:

The department's authorized page administrator(s) must maintain the security of his/her Facebook password and is fully responsible for all use of and any actions that take place using his/her account, including those that result from the failure to protect his/her user ID against unauthorized use. Any changes in the designated page administrator(s) must be promptly communicated to the Public Information Coordinator. Departments may not register

for more than one User account, or register for a User account on behalf of another individual, group, or entity. At all times, a department's authorized page administrator shall maintain with the Public Information Coordinator an updated Facebook password.

Graphics:

Facebook pages should feature the department, program or organization's official image or identifying mark, if one exists. If one does not, contact the Coordinator of Public Information to discuss creation of an appropriate mark. Departments and programs are encouraged to use photography to display campus beauty.

Unauthorized use of college copyrighted material, including images and logos, is expressly prohibited. All graphic representation, in keeping with guidelines, must be approved through the office of Public Information.

Collecting User Information:

Facebook may not be used to collect personal information of users. Facebook terms and conditions, as well as state and federal law, impose significant requirements and restrictions on the collection of personal information of users. In the case of minors, significant additional penalties can apply to violations.

Facebook Site Monitoring:

LSCPA Facebook pages and groups must be monitored and updated on an ongoing basis by the department or units that create them to enable rapid response to any problems that may arise and to ensure an engaging, interesting environment for visitors. Minimally, pages should be reviewed on a daily basis, and ideally, they should be checked morning and afternoon. A stale or outdated page can be more damaging to the image of an entity than not having a page

College Guidelines:

Adherence with these guidelines must remain in compliance with college directives, TSUS policies and regulations and all state and federal policies already in place.

Social Media Best Practices

Share information only appropriate for the public. Keep in mind that content posted may be distributed through the Internet and other media channels and may be viewed by the general public. If deleted or modified, older versions may continue to exist online.

Content that promotes or depicts illegal activity, is threatening or harassing, includes obscenities, or defames a person is prohibited. In addition, the college's social media should not be used for political or commercial purposes.

Strive for accuracy: Get the facts straight before posting them on social media. Review content for grammatical and spelling errors. This is especially important when posting on behalf of the College.

Be respectful: Understand that content contributed to a social media site could encourage comments or discussions of opposing ideas. Responses should be considered carefully in light of how they would reflect on the poster and/or the College.

Remember your audience: Be aware that a presence in the social media world is or easily can be made available to the public at large through the Internet. This includes prospective students, current students, current employers and colleagues, and peers. Consider this before publishing to ensure the post will not alienate, harm, or provoke any of these groups.

Employees are reminded to use discretion when using social networking media. If unsure about how policy or guidelines apply to your posting or social media site, employees are encouraged to consult with their supervisor before taking action whenever possible.

These guidelines are provided as a best effort to allow us all to operate in the best interest and in due support of the image of the Seahawks and Lamar State College Port Arthur.

Graphic/Branding Guidelines

What is the Purpose of This Guideline?

The purpose of the Brand Graphics Guideline is to provide rules for coherent, consistent communication to maintain the integrity of the Lamar State College Port Arthur (LSCPA) brand. The college takes serious these intents and requires review and approval of projects to maintain these standards. This document outlines an identity standards and applications system in three parts. The first part contains a group of identity elements specifically designed to identify the LSCPA brand. The second part contains regulations and examples specifying acceptable employment of the graphical elements. The third part defines the look and feel of the brand and presents sample applications for use in brand communications.

The coordination of the LSCPA brand to consumers plays a significant role in their impression of the brand. Consistency is paramount to the success of the identity system. Consistent use of the mark and supporting elements will build brand equity and resonance. The end result will be an increased understanding of the LSCPA brand by the public.

This document, in addition to providing guidance regarding LSCPA graphics, is also in place to inform the college community of the various support and services that one can request to assist in the development, design and production of any given image, event, advertisement, event, promotion or social media site.

Use only original vector artwork for reproduction of these marks. Elements and marks may not be altered electronically or manually, nor can they be stretched, outlined, given drop-shadows or enclosed in shapes that appear to be an organic part of the element. To request high-resolution files of the college and/or athletics graphics, contact the Office of Public Information.

Why Is the Brand Graphics Guideline Important?

Brand graphics involves the use of logos, typefaces and colors to create a clearly recognizable image for an institution. A brand graphics policy is necessary for organizations as diverse as LSCPA to build and communicate a clear institutional brand identity for its many target audiences.

A successful brand graphics program helps the college develop strong name recognition by defining a "look" for all college materials that audiences instantly identify with Lamar State College Port Arthur. This does not mean that all materials must look exactly alike. It does mean that they must all clearly belong to the same family, with logos, typefaces and colors used consistently.

To what types of materials does the graphics guideline apply?

This guideline applies, but is not limited to, all brochures, publications, periodicals, websites and any other type of marketing materials produced by the college or partner agencies for external audiences.

Materials governed by the guideline include, but are not limited to, the following:

- Recruitment brochures
- Viewbooks or annual reports
- Publications for alumni and donors
- Official university websites
- Departmental program information
- Periodical magazines or newsletters
- Promotional videos and CDs
- Stationery and business cards
- Banners and posters
- Promotional items and merchandise
- Campus signage
- Apparel

Who is not required to adhere to the brand graphics guideline?

There may be exceptions for select LSCPA related entities regarding the brand graphics policy.

Those entities may be granted conditional exemption by the Office of Public Information in some part – be that logo, color scheme, typeface, or other aspects of the brand guidelines.

Questions regarding exceptions:

The President of Lamar State College Port Arthur has endorsed this brand graphics policy. The President has designated the Office of Public Information to review requests for any exceptions or special permissions related to these regulations.

To request an exception, contact the Office of Public Information.

Legal Requirements/System Requirements

Equal Opportunity Statement:

Any college publication directed at audiences outside the college community must by law include the equal opportunity statement. When possible, in the use of books, brochures, programs and similar projects, use the expanded EEOC statement. The smallest font in which this may be published is 6 point:

Lamar State College Port Arthur is an equal opportunity institution and does not discriminate against persons on the basis of race, age, religion, sex, disability, color, sexual orientation, national origin or veteran status.

When space is a consideration in producing print advertisements or marketing materials, the following abbreviated statement may be used:

Lamar State College Port Arthur is an equal opportunity institution.

The abbreviated statement cannot be used for student catalogs, student handbooks or official employee handbooks. These publications must include the full equal opportunity statement.

Questions regarding this policy should be directed to the Office of Public Information.

System Notice:

Any college publication must include a statement of affiliation of LSCPA with the Texas State University System (Please note in particular the capitalization of specific words in this statement). Additional variations of the TSUS notice, including image files, are available from the Office of the Coordinator of Public Information:

<div align="center">

Lamar State College Port Arthur

Member The Texas State University System

</div>

Legal Notice:

All material in this document is registered ® to LSCPA. This material includes but is not limited to printed and/or electronic text and images. All registration privileges and other rights implied or explicit are reserved. Written permission from a duly appointed officer of LSCPA is required for any use or publication, public or private, of any material registered to LSCPA. There is no implied consent for any use, publication, republication or transmission of material registered to LSCPA.
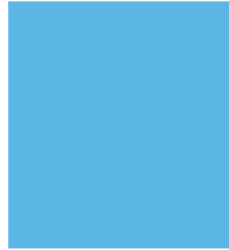
Primary Color Palette:

PMS Colors for Lamar State College Port Arthur:

Dark Blue for College Seal and Dominant LSCPA Color: PMS 296. (In some cases PMS 295 can be used for a lighter touch of the dark blue presentation of the College Seal, particularly for slick coated print jobs.

Light Blue: PMS 2915 (Columbia)

Pantone 296
C100, M99, Y32, K27

Pantone 2915
C58, M12, Y0, K0

Primary Font Usage:
The official font of Lamar State College Port Arthur is Bodoni.

General Application Guidelines

To maintain a high level of quality and consistency in a variety of applications, the following guidelines must be followed when applying the logo:

Quality:

The logo should be reproduced from an original vector-based electronic file. To request a file, contact the Office of Public Information

Size:

To maintain readability, the logo should not be reproduced any smaller than 1-1/16 inches (10 picas). For smaller use of the college seal, there is an Open Letter version available from the Office of Public Information.

Color:

Printed applications should use the CMYK color space version of the marks, while web or screen-based applications (video, presentations, mobile, etc.) should use the RGB color space with hexadecimal values.

Placement:

No version of the mark may be used to replace the words "Lamar State College Port Arthur" or "LSCPA" in a sentence or headline. They may only be used as stand-alone design elements.

For specifications on the application of specific versions of a mark, please contact the Office of Public Information.

Examples of Incorrect Usage

Correct and consistent use strengthens the Lamar State College Port Arthur identity. This page displays examples of incorrect versions of the identity. Use these examples as a guide for avoiding incorrect variations which would weaken the LSCPA identity.

The color, typeface and proportions should not vary. The identity must not be rotated, outlined, distorted, or have additional effects added. The background should not distract from the identity. The relationship between the image and the typographic signature must not vary from the standard, established logo.

Under no circumstances should the components of the identity be rearranged, separated, or altered. All components should be resized proportionally when enlarging or reducing the identity. Use an uncluttered background.

The logo should always be reproduced in its three color format or in solid black. It should never be reversed out of a color field or a photographic image. Do not enclose the logo inside a shape. Place the logo in an area large enough to be perceived as a general background, not a confining shape.

Examples of Incorrect Usage

Scaled out of proportion

Improper rotation

Adding image effects

Reversing logo/seal

Use of low-resolution image

Mascot

The Lamar State College Port Arthur Seahawks mascot logo is intended to represent the student body and officially recognized student organizations, teams and student athletes. Further guidelines for its use are available by contacting the Office of Public Information.

Vendors

Use of the Lamar State College Port Arthur seal and athletics logo are governed by this manual. Vendors doing business with Lamar State College Port Arthur should contact the Office of Public Information to obtain logos.

Request for College-Related Social Media Account

Name _____

Organization/Department _____

Phone Number _____

Email _____

Description Of Account, Including Type Of Account (Facebook, Twitter, Etc.)

_____

_____

_____

_____

Purpose/Intended Impact Of Social Media Presence

_____

_____

_____

_____

_____   _____
Coordinator for Public Information   Date