

SOCIAL MEDIA PROCEDURES

Texas Township Campus
6767 West O Avenue
PO Box 4070
Kalamazoo, MI 49003-4070
269.488.4400
www.kvcc.edu

Arcadia Commons Campus
202 North Rose Street
PO Box 4070
Kalamazoo, MI 49003-4070
269.373.7800

The Groves Campus
7107 Elm Valley Drive
PO Box 4070
Kalamazoo, MI 49003-4070
269.353.1253

Kalamazoo Valley Museum
230 North Rose Street
PO Box 4070
Kalamazoo, MI 49003-4070
269.373.7990



Kalamazoo Valley departments or units creating a social media site/presence will perform the following:

1. Read and adhere to the Kalamazoo Valley Social Media Policy.
- <http://home.kvcc.edu/operatingpolicies/CMOP5050.htm>
2. Read and adhere to Facebook Pages Terms - http://www.facebook.com/terms_pages.php
3. Department or unit administrator will designate the primary individual responsible for social media content.
4. Department or unit administrator will designate the alternate individual responsible for social media content.
5. Department or unit administrator will designate replacement individuals for primary and/or alternate content responsibility when necessary.
6. All employees will use passwords on social media sites that meet the minimum Kalamazoo Valley password requirements of:
 - a. Containing at least eight (8) alphanumeric/special characters in length.
 - b. Containing at least one alpha character, either uppercase or lowercase.
 - c. Containing at least one number.
 - d. Containing at least one of the following special characters:
! % * + -- / : ? _
7. All Kalamazoo Valley employees posting content to any social media site agree and warrant that they own or otherwise control all of the rights of the content, that the use of the content is protected fair use, that the poster will not knowingly provide misleading or false information, and will indemnify and hold Kalamazoo Valley harmless for any claims resulting from the content.
8. Department or unit administrator will complete the following and submit to Carol Heeter, Director of Administrative Computing, Redwood Building, Texas Township Campus.

Facebook	Page Name	_____
	URL (if known)	_____
Twitter	Page Name	_____
	URL (if known)	_____
Blog/Other	Page Name	_____
	URL (if known)	_____

Primary Individual	Extension
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Alternate Individual	Extension
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Department or unit administrator: I understand that I am responsible for social media sites/presences and content created for my department/unit.

Name	Title
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Signature	Date
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