



## **Social Media Ambassador Program Code of Conduct**

As a North Central Michigan College Social Media Ambassador, you are an important representative of our institution. To ensure that all ambassadors uphold the highest standards of professionalism and integrity, please review and agree to the following Code of Conduct:

### **1. Professionalism and Integrity**

- **Represent the College Respectfully:** Always present North Central Michigan College in a positive and professional manner.
- **Accuracy and Honesty:** Ensure all information shared is accurate and truthful. Do not misrepresent facts or share unverified information.
- **Confidentiality:** Respect the privacy of individuals and keep confidential information private. Do not share personal or sensitive information without permission.

### **2. Social Media Usage**

- **Content Guidelines:** Share content that aligns with the college's mission and values. Avoid posting or endorsing content that could be deemed offensive, discriminatory, or inappropriate:
  1. No pictures containing alcohol logos, bottles, cans, or drinks.
  2. No drinking, smoking, or drug use in photos.
  3. No profanities or negative remarks on social media pages.
  4. No photos containing nudity.
  5. No photos with clothing that is unsuitable or distasteful.
- **Brand Consistency:** Follow the college's branding guidelines in your content and interactions. Use approved logos, images, and messaging.
- **Engagement:** Engage respectfully with fellow students. Report negative or controversial comments or issues to Digital Media Administrator.

### **3. Behavior and Conduct**

- **Respectful Communication:** Communicate with others in a respectful and courteous manner. Avoid using offensive or inflammatory language.
- **Conflict of Interest:** Disclose any potential conflicts of interest and avoid situations where personal interests might conflict with your role as an ambassador.

- **Compliance with Laws and Policies:** Adhere to all applicable laws, college policies, and guidelines, including those related to social media usage and online conduct.
4. **Meetings and Development**
- **Participation:** Attend all required meetings and stay updated on best practices and program expectations. Collaborate and brainstorm with fellow ambassadors for content development.
  - **Feedback:** Actively seek and incorporate feedback to improve your performance as an ambassador.
5. **Accountability**
- Understand that failure to adhere to this Code of Conduct may result in removal from the program.
6. **Intellectual Property and Ownership**
- All content, materials, and intellectual property created by the social media ambassador in connection with this program shall be the exclusive property of North Central Michigan College. The College retains all rights to use, modify, distribute, and publish such content for its own purposes.
7. **Photo and Likeness Release**
- By participating in this program, the social media ambassador grants North Central Michigan College the right to use, reproduce, and publish photographs, videos, and other media that feature their image, likeness, or voice, captured during the course of their involvement in the program. This includes the right to use such media for promotional, advertising, and educational purposes, in print or in digital formats, without further compensation or notice. The social media ambassador waives any right to inspect or approve the finished product and acknowledges that North Central Michigan College retains all the rights to these materials.

By signing below, you acknowledge that you have read, understood, and agree to abide by this Code of Conduct. Your commitment to these guidelines is crucial to maintaining the integrity and success of North Central's Social Media Ambassador Program.

**Ambassador Name:** \_\_\_\_\_

**Signature:** \_\_\_\_\_

**Date:** \_\_\_\_\_