



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

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

2. Social Media Usage

- o **Content Guidelines:**
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.
- o **Brand Consistency:** content and interactions. Use approved logos, images, and messaging.
- o **Engagement:** Engage respectfully with fellow students. Report negative or controversial comments or issues to Digital Media Administrator.

3. Behavior and Conduct

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

- o **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**

- o **Participation:** Attend all required meetings and stay updated on best practices and program expectations. Collaborate and brainstorm with fellow ambassadors for content development.
- o **Feedback:** Actively seek and incorporate feedback