

Effective: 08/22/12

The College defines social media as forms of electronic communication, which include online platforms such as professional or social networking, posting commentary or opinion and sharing pictures, audio, video, or other content on sites such as Facebook®, LinkedIn®, YouTube™, Twitter™, blogs, message boards, professional forums and chat rooms (not an exhaustive list).

The College encourages and allows employees the reasonable use of social media to enhance instruction, participate in audio conferences/webinars, and to inform the public about College activities and developments.

Furthermore, the College respects its employees' right to express personal opinions when using personal social media for lawful purposes; however, employees should be judicious when communicating online and avoid the dissemination of information that is harmful to the College's mission or interests. When employees publish information and opinions online, they are legally responsible for their commentary and the posted information. Social networks are public spaces; therefore, employees should be as respectful to the College, its employees, students and other affiliates as they would be in person.

All of the College's policies contained in the College's Policies and Procedures Manual continue to apply in the context of social media. Employees should consider these policies before posting anything in their communications that might reference or be a reflection on the College.

Specifically, all employees are expected and required to protect the College's confidential information. College confidential information should never be transmitted or forwarded to outside individuals or recipients not authorized to receive the information. The College also requires its employees to use electronic media in a way that respects the confidential and proprietary information of others. Employees are prohibited from copying or distributing copyrighted material – software, database files, documentation, or articles – using electronic media.

Employees are also cautioned that they should have no expectation of privacy while using online resources, including social media. The College reserves the right, at its discretion, to review any employee's College-owned electronic files, messages, and utilization to the fullest extent necessary to maintain the integrity of the system and ensure electronic media and services are being used in compliance with the law, this policy and other College policies. Additionally, the College strongly encourages employees to carefully review the privacy settings on any social media sites they use and exercise care and good judgment when posting content and information to these sites. Given applicable law, some files, messages, or utilization may eventually become public in connection with matters that may arise regarding the College.

In addition, social media use that is abusive, derogatory, insulting, false, or fails to comply with the

College's anti-harassment or EEO policies is strictly prohibited.

Employees violating any of the College's policies in connection with social media use are subject to revocation of electronic media privileges as well as discipline, up to, and including termination. Furthermore, employees using the system for defamatory, illegal, or fraudulent purposes and employees who break into areas of the College's electronic media systems may also be subject to civil liability and criminal prosecution.

In the spirit of maintaining a positive environment for the College's community and site visitors, the College reserves the right to remove any comments or wall postings from official College-sponsored pages that are inappropriate, inflammatory or damaging to the College or any individual.

Any questions regarding the application of this policy or whether information is confidential, proprietary, copyrighted, or otherwise appropriate for posting or release should be referred to the office of the Vice President for Administration and Auxiliary Services.

### **Forms**

No applicable forms

*While on campus this policy can be viewed by accessing Human Resources on SharePoint.*