

SOUTHWESTERN COMMUNITY COLLEGE	HUMAN RESOURCES/INFORMATION TECHNOLOGY <b>SOCIAL MEDIA PROCEDURES</b>	Procedure 4.05.06.01
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Pursuant to Policy 4.05.06, the following administrative procedures shall be used with respect to the College's use of social media sites and applications.

## I. Purpose/Definitions

Social media is defined as web sites and applications used for social networking or web-based social interaction. Social media is often consumer-generated and results in sharing content, interacting and often developing communities around similar interests. Examples include, but are not limited to, blogs, wikis, forums, and social media applications include Facebook, YouTube, Instagram, Snapchat, Twitter and professional sites such as LinkedIn. New social media applications are continually developing.

The Director of Public Relations and Public Relations Assistant have monitoring authority for these procedures. All questions or comments about these procedures should be directed to the Public Relations Department ("PRD").

These procedures are designed for official College social media accounts or comments/postings made with the College's endorsement. Even when using social media for personal purposes, however, College employees must remember that they are always ambassadors for the College and must be judicious and use discretion when making postings on topics concerning the College and their employment. College employees must always use good judgment about content and respect privacy laws. College employees can be disciplined, up to and including dismissal, for comments or postings that have an adverse effect on the College.

## II. Procedures

### A. Officially Recognized College Social Media Accounts

- Whenever possible, College employees and programs are encouraged to utilize primary College social media accounts in the spirit of presenting a unified voice – and a central source of information – to the community, and in order to connect with the largest possible audience.
- For the College to recognize a group, club or program's social media site or account as an official College social media account, the group administrators must receive prior approval from the PRD. This applies to all existing and future accounts.
- PRD staff is available to review all social media requests and potential posts by officially recognized college accounts. The PRD shall also be used as a resource for the College community for any social media needs. The PRD will make the final decision in any situation regarding the use of social media. The PRD will ensure the pages are set up properly according to the social media site's policies and that the proper type of social media is used.
- The PRD has authority to remove any social media accounts that have become stagnant or under-utilized.
- Anyone who has a personal social-media account and also oversees an officially sanctioned College social-media account must keep those

SOUTHWESTERN COMMUNITY COLLEGE	HUMAN RESOURCES/INFORMATION TECHNOLOGY <b>SOCIAL MEDIA PROCEDURES</b>	Procedure 4.05.06.01
-----------------------------------	--	-------------------------

separate (i.e., in other words, do not post what you had for lunch on the College-sanctioned page).

- Unless an event is hosted at an SCC campus or location, has some relevance to SCC or affects the College directly, PRD will not promote it on social media.
- Only fundraisers organized by and/or directly benefiting SCC programs or departments will be promoted by College’s official social media accounts.
- PRD will continue posting about the contributions of employees when they retire from SCC.
- Only Executive Cabinet-level and public-facing hires (such as Executive Director for Institutional Advancement) will be announced externally.
- In the event that a current employee or Trustee passes away, the PRD will post a brief announcement on social media – only after confirming with a family member or proper authorities and making sure to avoid any details about cause of death,

## **B. Account Administrators**

All College-sanctioned social media accounts must have a member of the PRD and Information Technology departments as administrators at all times. The PRD will maintain a list of all social networking application domain names in use, the names of all employee administrators/editors of these accounts, the associated user identifications and passwords currently active for each account.

Some social media platforms, such as Facebook, require administrators and editors to edit the professional pages via personal accounts. In those cases, College employees whose job responsibilities require the development and management of a College-sanctioned social media account may be “editors” of the account after granting the PRD and Information Technology representatives “administrator” privileges.

Should a College employee administrator of an account leave the College for any reason or no longer wish to be an account administrator, the employee or appropriate supervisor should contact the PRD director prior to leaving. The PRD will immediately change all passwords and account information – or otherwise remove the individual’s administrative access - to maintain College control of the site. The appropriate supervisor will have the responsibility of naming a new administrator for the account and will notify the PRD.

College employees identified as administrators/editors of accounts are held responsible for managing and monitoring content of their officially recognized accounts. Administrators are responsible for removing content that may violate College policies and procedures.

## **C. Responsibility**

SOUTHWESTERN COMMUNITY COLLEGE	HUMAN RESOURCES/INFORMATION TECHNOLOGY <b>SOCIAL MEDIA PROCEDURES</b>	Procedure 4.05.06.01
-----------------------------------	--	-------------------------

When identifying as College employees, Users shall be responsible for any material presented online in reference to the College. Users posting materials are encouraged to make all communications in an identifying manner to establish credibility. Along with clear identification, Users must state that any opinion is theirs and does not reflect the College's opinion or serve as an official College communication. Users shall not use College social networking sites for political purposes or to conduct personal business.

#### **D. Public Records and Archiving**

In the same way as College emails are public records and are subject to the North Carolina Open Meetings Law, so too are social networking communications. Posts made by College employees and any feedback by College employees or the public become part of the public record and are subject to disclosure under the law. As with College e-mail, social media communications are subject to monitoring and disclosure to third parties and Users should not have any expectation of privacy in their use of social networking sites and communications. Privacy settings for all social networking communications are to be set to public.

The College shall archive all social networking communications as required by the North Carolina Department of Cultural Resources. Administrators shall be trained on the acceptable archiving practices for social networking communications and all applicable domains shall be submitted to PRD for inclusion.

#### **E. Topic Matter Guidelines**

College employees are encouraged to use the following guidelines in social networking practices:

- Be relevant to your area of expertise.
- Do not be anonymous.
- Maintain professionalism, honesty, and respect.
- Apply a "good judgment" test for every post or communication related to the College. For example:
  - Could I be guilty of leaking confidential information, confidential student or staff data, or upcoming announcements?
  - Am I making comments that may negatively impact the College, my coworkers or College students?

Examples of posts and other activity demonstrating good judgment include factually accurate statements about the College and its products, events and services, facts about already-public information, or information on the College's web site.

SOUTHWESTERN COMMUNITY COLLEGE	HUMAN RESOURCES/INFORMATION TECHNOLOGY <b>SOCIAL MEDIA PROCEDURES</b>	Procedure 4.05.06.01
-----------------------------------	--	-------------------------

If any employee becomes aware of social networking activity that would be deemed distasteful or fail the good judgment test, please contact the Director of Public Relations.

#### **F. College Assets**

The use of College assets (i.e., computers, Internet access, e-mail, etc.) is intended for purposes relevant to the responsibilities assigned to each employee. Employees who are allowed to access these services are permitted to use a reasonable and limited amount of College assets for social networking services.

#### **G. Prohibited Online Communication by Employees and Disciplinary Action**

Employees who participate in online communication deemed to be not in the College's best interest or a direct violation of these procedures or other Board policies and procedures will be subject to disciplinary action. These types of online communication include but are not limited to:

- Dissemination of confidential or inappropriate College information or data;
- Inaccurate, distasteful, or defamatory commentary about the College, its employees or its students;
- Material that is threatening, obscene, a violation of intellectual property rights or privacy laws, or otherwise injurious, obscene or illegal or a violation of College policies and procedures);
- The College's intellectual property and confidential records for students and personnel;
- Any online communication regarding the College's financial data; and
- Any online communications regarding proprietary information such as layoffs, strategic decisions, or other College-sensitive announcements deemed inappropriate for uncoordinated public exchange.

Any violations of these procedures will result in termination of social media account(s) by the Public Relations Department and further disciplinary action, including but not limited to dismissal, of individual(s) responsible as determined by the individual's supervisor.

#### **H. Community Standards and Removal of Content**

Members of the general public are encouraged to visit, view and participate in online conversations through all of the College's official social media channels. The College-managed social media platforms are moderated and are limited public forums. As a result, the College reserves the right to remove comments that are clearly off topic as well as comments that:

- Are profane or contain obscene language or content;
- promote, foster, or perpetuate prejudice or discrimination against protected classes;
- Include sexually harassing or lewd content;

SOUTHWESTERN COMMUNITY COLLEGE	HUMAN RESOURCES/INFORMATION TECHNOLOGY <b>SOCIAL MEDIA PROCEDURES</b>	Procedure 4.05.06.01
-----------------------------------	--	-------------------------

- Could be classified as spam or include links to external online sites;
- Are commercial solicitations or advertisements including promotion or endorsement;
- Include promotions of particular services, products, or political candidates or organizations;
- Contain information that personally identifies students or otherwise infringes on a student's right to participate in the educational environment;
- Contain information that is slanderous, libelous, or defamatory against College personnel, faculty, staff, or to a student; and
- Contain information that may compromise the safety or security of the College.

In addition to the above standards, users shall not represent their personal opinions as being endorsed by the College or any of its organizations. Users may not use the College's name to promote any opinion, product, cause or political candidate.

By posting content to any College-managed social media site, the user agrees that he/she owns or otherwise controls all of the rights to that content, that his/her use of the content is protected fair use, that he/she will not knowingly provide misleading or false information, and that he/she will hold the College harmless for any claims resulting from the content.

Users that violate the above community standards may have their comments removed from the College's social media platforms. Continued egregious violations of this procedure may prompt the College to block or restrict a user's ability to comment on or engage with our social media platforms.

The College may turn off commenting on any particular post or platform at any time.

Reference:

<https://www.dncr.nc.gov/documents/files/best-practices-productive-social-media-conversations/open>

Cross Reference:

Policy 4.05.06 – Social Media

Adopted:

April 22, 2014

Revised:

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