



FLETCHER TECHNICAL COMMUNITY COLLEGE
Policy # IA/W 9.002

Title: Social Media Use

Authority: Marketing and Communications

Effective Date: 09/21/2020
Last Revision: 09/21/2020

PURPOSE:

This policy applies to the use of all social media by Fletcher Technical Community College (Fletcher) and its employees and students. The intent of the policy is to define social media and related terms and provide guidance for employees and students authorized to manage Fletcher Technical Community College social media platforms and best practice guides for Fletcher employees and students who have personal social media accounts.

WHAT IS SOCIAL MEDIA?

Social media is a social instrument of communication. It is a term used to describe a variety of web-based programs, applications and technologies that enable people to socially interact with one another online. Some examples of social media sites and applications include Facebook, Twitter, YouTube, LinkedIn, Pinterest, Google Plus, Instagram, Flickr and other sites that have content based on user participation and user-generated content.

WHY USE SOCIAL MEDIA:

Social media has become a platform that is easily accessible to anyone with internet access. The platforms are inexpensive and widely used by numerous industries to market their products, share information, build brand awareness, and improve customer service. By using social media, Fletcher Technical Community College can promote the college year-round, recruit new students, interact with current students, and disseminate important information such as its closures, stay in touch with alumni as well as the surrounding communities.

APPROVAL OF SOCIAL MEDIA SITES:

1. All social media accounts using the Fletcher Technical Community College name shall be properly reviewed and approved by the appropriate Appointing Authority.
 - a. For example, all Fletcher Technical Community College social media accounts must be approved by the Marketing and Communications Department, the Information Technology Department and the Vice Chancellor for External Relations.

2. Each college social media account shall include an introductory statement that clearly and permanently identifies the purpose of the site and should link back to the college website.
3. Each college social media account shall indicate who maintains the site along with contact information.

CODE OF CONDUCT:

For Employees and Students Authorized to Manage College Social Media Sites

As with all college network and internet access, social media use while on the job is limited and subject to monitoring. Only authorized employees will be given administrator access to any college official social media accounts. Thus, employees authorized to manage any college official social media account should use the college social media profile and not their personal social media profile when posting messages on behalf of the college.

The following guidelines must be followed when managing any approved college social media account:

1. Conduct yourself in a manner that will reflect favorably on yourself or the college.
2. If you are not authorized to speak on behalf of the college (meaning you are not a part of the Marketing and Communications Department or an assigned designee), please direct any inquiries to the appropriate authorized designee.
3. Complaints or concerns about your job or work environment should not be posted on the college social media sites.
4. Do not disclose confidential information, non-public strategies, personnel information, or student records.
5. Do not post copyrighted content (such as text, video, graphics, or sound files) without permission from the holder of the copyright. Remember, even information that is widely available to the public (such as text, photographs, or other material posted on the internet) may be subject to copyright restrictions.
6. Comply with the posting guidelines and “Terms of Use” on any site on which you post content for the college.
7. Do not make deceptive or misleading claims about the college.
8. Do not engage in any communication that is defamatory or infringes upon the intellectual property or privacy and publicity rights of others.
9. Do not post content such as photos or videos without written permission from the person who owns the photo or video as well as any persons depicted in the photo or video.
10. Do not make offensive comments that have the purpose or effect of creating an intimidating or hostile environment, including telling lies or spreading rumors about the college, personnel, or students.
11. Do not post content containing any of the following:
 - a. Abusive or profane language or content.
 - b. Content that promotes, fosters, or perpetuates discrimination on the basis of race, creed, color, age, religion, gender, marital status, physical or mental disability or sexual orientation.
 - c. Links to sexual content, solicitations, information that may endanger the safety of the public or content containing confidential information.

Likewise, the college will not allow posts from visitors that violate this policy to remain on official college social media sites.

12. Noncompliant comments should be removed upon discovery by authorized college employees.
13. Most conversations on social media sites are informal; however, all communications should be posted in a professional manner.

Guidelines for Employees Who Maintain Personal Social Media Sites

The college is aware that employees have social media accounts to maintain contact as well as share information with family and friends. Employees also may use their personal social media site to express their personal ideas and opinions.

The college encourages employees to direct complaints or concerns about their job or work environment to their supervisor or their Human Resources department. Social media, public or personal, should not be utilized to report or comment on job complaints.

The college reserves the right to impose disciplinary measures, up to and including termination of employment, when the college employees violate this policy. In appropriate cases, unlawful conduct such as threats may be reported to local law enforcement authorities.

To avoid confusion between personal social media sites and approved college social media sites, the college offers the following guidelines:

1. Do not use the college logo on your personal social media sites.
2. Do not use the college name to promote or endorse products, causes, political parties or a political candidate.
3. Do not use the college email address for public postings.
4. Employees should always be mindful of policies and procedures relating to confidentiality and use good judgement when making comments about the college.
5. The college discourages employees from mixing college related business and personal comments.
6. Do not use disparaging, discriminatory, or profane comments on your personal social media posts when making comments about the college, personnel, students, or mission.
7. Do not use social media to harass, threaten, insult, defame or bully another person or entity.
8. Do not post or store content that is obscene, pornographic, defamatory, racist, violent, harassing, threatening, bullying or otherwise objectionable or injurious.
9. Do not disclose confidential college information, non-public strategies, personnel information, or student records.

Distribution: Distributed Electronically via College’s Internet.

APPROVAL:

Reviewing Council/Entity	Approval Date
Other (if applicable)	00/00/0000
College Council	00/00/0000
Executive Cabinet	00/00/0000

 Kristine Strickland, Ph.D.
 Chancellor

 Date