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The College uses social media to strengthen our reputation and our connection with current and future students, parents, alumni, donors, faculty, staff, and other key audiences. Used responsibly, social media sites provide an effective way to keep abreast of new trends and topics, to promote the College, and to share information and perspectives.

I. CONTENT AND COMMUNITY STANDARDS

The Marketing and External Affairs Department (the "Department") may adopt community standards for College-operated and controlled social media accounts in accordance with the law. These standards may address original posts by an employee assigned to operate an account and content added by a third-party. Any community standards adopted by the Department will address the removal of any post or comment on a College-operated social media account that is:

- Irrelevant to the original post,
- Obscene or profane,
- Defamatory,
- Encouraging of violent or criminal activity,
- Promoting, fostering, or perpetuating prejudice or discrimination against protected classes,
- Infringing on the intellectual property rights of others, or
- A commercial solicitation or advertisement (i.e., spam).

Employees assigned to operate College-owned social media accounts will:

- Adhere to the terms of service of the respective social media platform.
- Not post confidential or proprietary information about the College, its students, employees, or alumni.
- Not post content that infringes on the copyright and intellectual property rights of others and of the College, unless otherwise authorized to do so.

II. APPROVAL OF SOCIAL MEDIA ACCOUNTS

Departments or programs that have a social media page or would like to start one should contact the Marketing and External Affairs Department. College approval of a social media site for a program or department is contingent on whether it can be carried out in such a manner that positively supports the institution's mission and vision, whether it adds value to both the College and the audience, and whether there is a compelling need or justification for allowing a department to operate a social media account separate from the College's centralized account. At least one faculty or staff person shall be designated to monitor the social media account(s), identify problems that emerge, and take action when necessary.

III. UPDATING AND MONITORING OF SOCIAL MEDIA ACCOUNTS

Social media accounts operated by the College shall be updated on an ongoing basis by the departments or programs that create them to enable rapid response to any problems that may arise and to ensure an engaging, interesting environment for visitors. To be effective, social media accounts must be dynamic and will require updating more frequently than a website. A stale account may cause more damage to the image of the college than having no page at all. Posts on social media sites must always remain professional in tone and in good taste. In addition, the public nature and longevity of comments should be considered before posting. Failing to update or monitor a departmental social media account shall be grounds for revoking the department's social media account privileges.

The Department is responsible for monitoring all College-operated social media accounts. When using a College-operated account, if an employee fails to meet the standards contained in this policy, or those community standards developed by the Department, the Department shall contact the Human Resources Department, who will determine an appropriate course of action for the employee.

IV. EMPLOYEE PERSONAL SOCIAL MEDIA ACCOUNTS

On personal accounts, if an employee believes their position or opinion may be construed as being the position of the College, or the employee is creating content about the College, the employee must identify the position as their own and not the official position of the College. Employees may use the following disclaimer, "The postings on this site are my own and do not necessarily reflect the views of Central Carolina Community College." Employees may not represent themselves as a spokesperson for the College, unless an employee has been officially authorized to do so by the Board or the President.

When accessing, posting, or commenting on private social media accounts, employees should not:

- Post any information or rumors that are false about the College, colleagues, members, customers, suppliers, people working on behalf of the College, or competitors.
- Create a link from a blog, website, or other social networking site to a College website without first identifying the employee's status as a College employee.

- Use College-owned email addresses to register on social networks, blogs, or other online tools utilized for personal use.
- Use personal email addresses to register on social networks, blogs, or other online tools utilized for College use.

The College prohibits retaliatory action against any employee for reporting a possible violation of this policy or for cooperating in an investigation. Any employee who retaliates against another employee for reporting a possible violation of this policy or for cooperating in an investigation will be subject to disciplinary action, up to and including termination.

Employees with personal social media accounts are expected to adhere to Section IV of Policy 7.1.2 – Internet and Acceptable Use.

REFERENCES

Statutory References	None
Regulatory References	None
Relevant Guidance	None
Policy Manual Cross-References	Referencing: ● Policy 7.1.2 - Internet and Network Acceptable Use

POLICY HISTORY

September 12, 2023	Adopted.