



INTEROFFICE MEMORANDUM

Date: August, 2019
TO: All College Employees
FROM: G. Duncan Harris, Chief Executive Officer *GDH*
SUBJECT: **Social Media Policy**

Social media/medium is defined as any communication tool that exists to facilitate the dissemination of information through social interaction using extremely accessible and scalable electronic publishing techniques. Examples include but are not limited to: wikis, blogs, vlogs, Facebook, Twitter, YouTube, LinkedIn, MySpace, Instagram and Pinterest.

A. Personal Use of Social Media

Personal use of social media on personal time is not governed by this policy. When publicly representing one's position at the college or the college itself, individuals may not make statements or take actions on social media that violate applicable CSCU policy or state law.

B. Official Use of Social Media

All social media use that represents the college or entity therein must be approved in advance by the Media Marketing Committee and/or the college's Marketing Director.

Content and information released on social media is equivalent to the content and information released to the press and the public in any other format, including press release, letter to the media, interview, open letter to the public, etc. Care must be taken that content and information released to the public over social media is accurate, does not violate applicable laws (including but not limited to, copyright, trademark and defamation law) of CSCU and any Capital Community College Policy.

Unless specifically authorized, no Capital Community College employee may create an official Capital Community College presence on any form of social media, now in existence, or created in the future, or represent themselves as a spokesperson or authorized representative of Capital Community College. All sites must be registered. To register, please contact the Director of Marketing.

Authorization of Social Media

Any person including students or organization who seeks authorization for a new site, forum or account will be expected to articulate an appropriate purpose of the site and a reasonable plan for managing its content. All new sites require approval from the Director of Marketing.

- Social media content that represent Capital Community College as a whole must be authorized in advance by the CEO of the College or a designee.
- Program and departmental sites must be authorized in advance by the Program Coordinators, the Department Chairs, the Dean of Academic and Student Affairs, respectively.
- Sites administered by members of the faculty in connection with special programs must be authorized by the Department Chairs and the Dean of Academic and Student Affairs, respectively; and maintained.
- Sites sponsored by recognized student organizations in connection with specific activities must be authorized by the Associate Dean of Student Services or designee.
- Sites sponsored by a Capital Community College special program or activity must be authorized in advance by the Director of Marketing.
- All accounts must have at least two (2) administrators, to ensure access in case the primary administrator becomes unavailable.

Appropriate Content

Capital Community College reserves the right to remove posts or comments that are obscene, defamatory, offensive, contain threats of violence, abusive, advertising, or content unrelated to Capital Community College. The college reserves the right to remove posts or comments that violate applicable laws including but not limited to, copyright and trademark or those that violate the use policies promulgated by the applicable Social Media provider.

Institutional Integrity

Content published by and about the College on social media platforms should be accurate, consistent, and current i.e., matching information distributed through publications, the Capital Community College website, and other official Capital Community College promotional materials.

Intellectual Property

Copyrighted content cannot be posted without the written approval of the copyright holder; this includes text, photographs, videos, and other creative content. In addition, sources of information must be cited whenever possible.

Confidentiality

Confidentiality and proprietary College information must not be shared publicly on Capital Community College's social media accounts.

Other Considerations

- Privacy – Obtain student permission before publishing content about them. Similarly, please respect the preference of colleagues and ensure that you have their written approval before publishing content about them.
- Ethics/Conflict of Interest – All social media activities covered by this policy are subject to applicable Ethics Codes and Conflicts of Interest policies of the Connecticut State Colleges and Universities System. These are available at <http://www.ct.edu/hr/policies>
- Professionalism – Capital Community College employees are expected to practice the same professionalism online that they do in the workplace and avoid publishing social media content that is defamatory, pornographic, proprietary, harassing, libelous or that creates a hostile work

environment. Posts violating the above may be removed and repeat offenders blocked from continued posting. While this policy does not apply to personal pages, members of the college community who maintain personal social media accounts must not use College logos as the primary graphic identifiers for those personal sites and must not use College computers and other technology to maintain those sites.

- General Computer Policies – All College employees and their use of social media are subject to the College's information technology policies

Policy Administration

Enforcement of the college's social media policy is a collective responsibility of all content providers and is administered by the Director of Marketing and/or designees of the Director of Marketing.

Violators may be subject to media limitations and/or content revisions. Upon determination of a violation of any aspect of these policies, Capital Community College may delete any violating content, and terminate the user's access. It is the social media user's responsibility to demonstrate and/or establish the relevance of content in the event that a content complaint is made. Users retain the right to appeal actions through the Capital Community College governance grievance processes.

Exemption from this Policy

This policy will apply only to social media accounts created for the expressed purpose of officially representing Capital Community College groups, departments, programs, entities, etc. and will not apply to private social media accounts. College employees acting in an individual capacity should exercise caution to communicate clearly that they are not acting in a representative capacity, or expressing the views of the College.

Approval

This policy was developed by the Social Media Policy Enforcement subcommittee of the Media Marketing Committee. The subcommittee's charge was to research and draft a Capital Community College social media policy.