

6Hx19-1.39 SOCIAL MEDIA POLICY

This Board Policy delegates the governance of social media use of the official College social media platforms to the President.

This policy does not replace existing computer use policies within the College but addresses pertinent issues relating specifically to the use of social media platforms.

The College recognizes that official social media platforms may serve as communication tools to support engagement among faculty and staff, and to share information regarding College programs and activities. However, social media platforms shall not be used to replace, duplicate, or parallel any College-supported Learning Management System (LMS) or instructional technology environment. All instructional communication, course materials, grading, feedback, and student interaction must occur within College-approved systems.

Faculty members who choose to reference or direct students to social media platforms for supplemental instructional purposes are responsible for ensuring that such use is appropriate, professional, compliant with College procedures, and aligned with the academic goals of the course. Faculty shall not require students to create personal social media accounts or disclose personal information as a condition of participation in any course activity, unless explicitly approved in advance through the academic approval process.

Faculty are responsible for establishing and communicating expectations for professional conduct on any social media platform that is used in association with a College-related instructional activity. Faculty must actively monitor such platforms to prevent inappropriate use, ensure respectful communication, and intervene or report issues when necessary.

The President shall enact procedures to implement this policy. These procedures may be supplemented by standard, minimal “procedures and guidelines.” At a minimum, such procedures shall address:

- Storage of personal or sensitive data external to the College;

- Collection, retention, and storage of student information;

- Administrative and departmental access to social media accounts used for College purposes;

- Prevention of defamation, libel, harassment, discrimination, threats, or disrespectful conduct;

- Prohibition of misrepresentation of identity, including impersonation of College officials or entities;

- Prohibition of inappropriate or obscene material or any content inconsistent with the College’s mission and values; and

- Compliance with copyright, intellectual property, and licensing requirements.

Faculty are expected to comply fully with these procedures and with all other applicable

policies, including but not limited to those governing records retention, student privacy (FERPA), professional conduct, and acceptable use of information technology resources.

Failure to adhere to this policy or its procedures may result in administrative review and corrective action in accordance with College policy and applicable employment provisions.

Rule Initially Adopted: 1/17/12

Revision Dates: 1/15/19; 1/20/26

General Authority: 1001.64; 1001.65

Other References:

Law Implemented: 1001.64(1)(2)(3)(4)(8)(18)(33)(43)(44);
1001.65(1)(3)(16)(24)