

HIGHLAND COMMUNITY COLLEGE
GENERAL PERSONNEL POLICY

SUBJECT: Social Media Policy

Page 1 of 1

BOARD OF TRUSTEE APPROVAL: 7/22/2020

EFFECTIVE DATE: 7/23/2020

Highland Community College allows its employees to access their personal social media accounts on their personal devices at work on a limited basis, but employees are expected to act responsibly and ensure that their productivity isn't adversely affected. Whether using accounts for business or personal purposes, it is easy to get sidetracked by the vast amount of available content. Restrict use to a few minutes per work day. Disregarding job responsibilities and deadlines to use social media at work will not be tolerated and can result in dismissal from the College.

Be careful when posting on social media, too. The College cannot restrict what an employee posts there, but employees are expected to adhere to College confidentiality policies at all times. Disclosing any confidential information of Highland Community College through any social media may result in disciplinary action up to and including immediate termination, as well as possible civil liability.

Employees are cautioned to avoid posting something that might make collaboration with colleagues or students more difficult (e.g. hate speech against groups colleagues belong to), or that could subject them to personal liability. In general, please:

- Ensure others know that personal account statements do not represent the College.
- Do not share any College intellectual property without permission.
- Avoid any defamatory, offensive or derogatory content
- Do not share gossip, rumors or private information about colleagues or students on social media.
- Do not issue statements of violence or proposed acts of retaliation on social media

Some employees represent the College by handling social media accounts or speak on the College's behalf. College staff will monitor all social media accounts to maintain brand identity across all channels, prevent security breaches, and encourage HCC employees to amplify HCC's brand. Highland's goals is to protect itself including employees of the College. However, employees may be legally responsible for the content they post, so the brands, trademarks and copyrights of the College and other brands are to be respected. Employees responsible for posting on behalf of the College, are expected to act carefully and responsibly to protect the College's image and reputation. Highland Community College is the sole owner of all social media accounts. Any account associated with the College is property of the College. Accounts shall bear a profile designated by the Highland Marketing Department. This is to ensure the public official Highland accounts versus fan accounts. All Highland account passwords shall be shared with Marketing in case of employee turnover, security breach, etc.

Employees must follow these guidelines:

- Be respectful, polite and patient.
- Promote inclusivity on and off social media.
- Do Not use a gender, racial, experience, or ability emoji, text, etc. For instance, them or their, not he or she.
- Avoid speaking on matters outside of their field of expertise.
- Do include Highland as their employer-The College encourages it.
- Do Not engage with competitors, negative comments, or legal matters in an inappropriate way that relates to the College.
- Do Not express personal opinions about any matter that could seem as if the employee is speaking on behalf of the College. It is okay to express opinions, just be clear that they are personal opinions.
- Observe laws on copyright, trademarks, plagiarism and fair use.
- Inform the President's office before sharing any major-impact content.
- Avoid deleting or ignoring comments; comments can and should be hidden when they attack students or employees.
- Never post discriminatory, offensive or libelous content and commentary.
- Correct or remove any misleading or false content as quickly as possible.
- Follow FERPA guidelines when posting information regarding students.

The College will monitor all social media postings on the College's account.

Violations of this policy may result in disciplinary action up to and including termination.