

Effective: 12/17/2019

## **Policy 600: Social Media**

Related Policies

Adopted: 12/17/2019

Amended

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### **I. Introduction**

The Board of Directors at Central Penn College encourages the use of social media to connect with others, including students, employees, alumni, and the College itself. Social Media sites are excellent venues to encourage engaging discussions about Central Penn College's current events. The Board of Directors also recognizes that inappropriate use of social media can damage the reputation of the College and has therefore created this Social Media policy

### **II. Purpose:**

This Board Policy codifies the College's current Social Media practice and procedures located in the Employee Handbook. The College's Social Media practices and procedures remain in effect, uninterrupted.

### **III. Definitions**

*Social Media:* Social Media is defined to include, but is not limited to, the following: blogs, messaging boards, chat rooms, online forums, social networks, and video sites.

### **IV. Policy**

Central Penn College welcomes the responsible use of social media technologies to support engaged learning and to reach out effectively to our broader community. Our use of social media also allows us to share, in a public way, the many qualities and strengths of our academic institution. From that perspective, the College intentionally uses social media to advance the institution and build relationships with important constituents like prospective and current students, donors and alumni.

However, in order to ensure that the College and its employees adhere to their ethical and legal obligations, employees are required to comply with the College's Social Media Policy. The intent of this policy is not to restrict the flow of useful and appropriate information, but to minimize risk to the College and its employees.

This policy is intended to define social media and its use. It is in no way intended to preclude an employee's rights to free speech or to be construed as limiting an employee's employment rights. Please note that because social media technology is rapidly evolving and changing, and new



tools and applications may come into use, the same standards still apply, regardless of whether these new technologies have been specifically named in this policy.

### **A. Employees' Use of Social Media**

While employed at the College, employees might create, publish, and share content using social media websites. This content could be published in the form of blog posts, comments on blog posts, participation in discussions on online forums, biographical information in an online user profile, a "user generated" video or still image, or other content created by employees and published online.

This Policy covers both the use of College sponsored social media, such as the College's blogs and student/faculty and staff forums, as well as the use of any general, public social media not sponsored by the College, in which an employee's name and/or affiliation with the College may be in any way identifiable.

Employees promoting the College through social media are required to comply with these rules.

1. You are personally responsible for the content you post to any social media site.
2. Be candid and clear about your role at the College. For example, if you are a staff member and post comments about a program at our College, you should disclose the fact that you are a staff member for the College.
3. Respect the rights of others, including copyrights, trademarks and rights of privacy.
4. If you are promoting a College contest or sweepstakes online you must include the language "Void where prohibited. No purchase necessary. Click here for Official Rules." You must link this language to the official contest or sweepstakes rules.
5. If you in anyway identify yourself as an employee of the College, you must indicate that the views posted are your own and not those of the College.
6. Do not post on behalf of the College without express written permission from the Digital Marketing Coordinator.

### **B. Prohibited Subjects**

Employees are prohibited from posting the following on social media:

- College confidential or proprietary information
- Confidential or proprietary information of staff, faculty, students, College partners, vendors and suppliers
- College intellectual property such as drawings, designs, software, ideas, and innovation
- Disparagement of College's or competitors' programs, services, employees, strategy, and business prospects
- Explicit sexual references
- Reference to illegal drugs
- Obscenity or profanity



- Disparagement of any race, religion, gender, sexual orientation, disability, national origin or other protected class, or anything that would violate the College's policies against harassment or discrimination
- Photos or information about students or other College employees without their express permission.

### **C. Additional Guidelines**

Employees should also remember that posts made to social media become viral and will be publicly available for a long time, even if they are deleted from the site to which they were originally posted. In addition, employees should protect their personal privacy. Be cautious before posting home addresses, phone numbers, or other personal information.

### **D. Supplements Existing Employee Agreements**

Employees understand that this Social Media Policy supplements but does not supersede the College's Rules of Conduct, Code of Ethics or any other College policies or agreements you may have entered into with the College.

Failure to adhere to this policy may result in disciplinary action, up to and including termination.

### **V. Effective Date** Immediately