



## SOCIAL MEDIA POLICY

**Board Bylaw:**

**Policy Number: 2.4003**

**Subject Area: General College Policies/Administration**

**Adopted: 11/27/2017**

**Revised: 11/27/2017**

The goal of Kaskaskia College (KC) with regard to the use of social media is to foster an online community for various KC constituents, reflecting the [mission and core values](#) of our organization. Although these sites are outside the direct control of the institution, KC desires to maintain a positive image in how it is portrayed on social media sites. Social media should be used to enhance communications and information sharing in a manner that is positive and helpful to students, faculty, staff, community members, and all other interested parties.

This policy provides guidance concerning the use of social media, whether through the College's network, systems or equipment, or through personal electronic devices of any kind. This policy also applies to the use of social media to represent or discuss matters related to KC and/or members of the KC community and sets forth rules for the administration of KC-related social media sites. This policy establishes standards for faculty and staff, students, and Board members who create, administer, or post to social media pages as representatives of KC. This policy does not apply to an individual's personal use of social media accounts not related to the College. This policy supplements and is not intended to supersede existing Board policies, [technology rules](#), [marketing and communications guidelines](#), and other applicable laws and College standards.

Pursuant to the Illinois State Officials and Employees Ethics Act, College employees are not permitted to use public property or resources for the benefit of any campaign for elective office or any political organization. Therefore, official KC social media accounts or other information technology resources cannot be used to make political statements or for campaign/election impact purposes. Nothing contained in this policy should be construed as denying the civil and political liberties of any individual.

This policy applies to all use of social media by students, faculty and staff, and Board members to represent or discuss matters concerning the College and/or members of the College community, whether or not such use involves the College's network or other computer resources. Social media is defined as media based on the use of web and mobile technologies that allows for user-generated exchanges of information. It includes, but is not limited to, propriety platforms such as Twitter, Facebook, LinkedIn, Instagram, Snapchat, Google+, YouTube, Flickr, and Yammer. It also includes collaborative projects such as wikis, blogs and micro-blogs, texting, content communities, virtual game worlds, and virtual communities.

Institutional social media includes various sites, projects, and virtual communities that are created specifically on behalf of KC, its locations, and agents and exists to serve as official KC communications. Creation and use of social media sites and/or communications on behalf of KC is for business use, such as for educational, research, service, operational, marketing, and management purposes.

Any social media account that is used by a KC department or student organization to communicate on behalf of the College shall be considered an official KC social media account. Authorization to create and administer official social media accounts on behalf of KC must be granted in advance by the College Marketing Department. The Marketing Department will ensure that all KC social media accounts/sites are consistent with the KC marketing plan, include information that is required by state and federal law, and have the appropriate style for representing KC in a positive manner. In addition, to protect the interests of the College, the requesting department is required to provide the KC Marketing Department full administrative rights to the account. Such rights will be used to address accounts that are in violation of this policy or to ensure continuation or appropriate deletion of such accounts if an account administrator leaves the College. All official KC social media accounts must be created and administered by a KC staff or faculty member. However, any individual can post on official KC social media accounts, so long as such posting is in compliance with this policy.

Social media sites have varying levels of privacy settings and terms of use. College students, faculty and staff, and Board members posting on behalf of KC must be aware of the social media site's privacy policy, terms of use, and community guidelines. Be aware that no social media privacy option completely protects information being shared beyond desired boundaries. [FERPA](#), HIPAA, and other privacy laws apply to posting or transmitting of confidential information to social media sites. All College policies and procedures and all applicable laws must be followed when using social media. Under the Illinois Freedom of Information Act, KC is required to respond to requests for information and disclose public information as set forth in the statute. This includes information transmitted or posted via social media. The creation of official KC social media accounts must be in accordance with the guidelines set forth by the Office of Marketing and Public Information.

### Employee Guidance for Participating in Social Networking

- Employees are required to be professional in all social media postings that represent the College. Employees should be transparent about their identity and role at KC and maintain accuracy by verifying facts before posting information via social media. They should also exercise restraint and show respect for the opinions of others. Employees are not permitted to use KC-related social media to promote services, products, or organizations that are unrelated to KC.
- When employees or Board members are using social media in communications that are related to KC, they are expected to follow acceptable social behaviors and comply with all College policies, procedures, and all applicable local, state, and federal laws. In addition, they are subject to all Information Technology rules and procedures.

- Employees are required to keep their personal social media sites separate from KC social media; personal posts should not be done on work time. While employees may identify themselves as a KC faculty or staff member, employees should be clear that they are sharing their personal views as a member of the higher education community, not as a formal representative of KC.

#### Student Guidance for Participating in Social Networking

- When KC students are using social media in communications that are related to KC, they are expected to follow acceptable social behaviors and comply with all College policies and procedures, the Student Handbook, and all applicable local, state, and federal laws. In addition, students are subject to all Information Technology policies, procedures, and guidelines. A student who feels that he/she has been treated unfairly or unjustly by a faculty or staff member or another student with regard to social media communications that are related to KC must follow the formal grievance procedures in the Student Handbook.

#### Inappropriate Content

- The malicious use of KC social media, including but not limited to, derogatory language about any member of the KC community, threats to any third party, incriminating photos or statements depicting hazing, sexual harassment, vandalism, stalking, underage drinking, illegal drug use, or any other inappropriate behavior will be subject to disciplinary action.
- When using social media, employees should not perpetuate negative media from official KC social media sites or damage the KC image in any way. This type of negative social media engagement from official KC sites can result in a loss of privileges to use social media in any official capacity.
- The following list includes, but is not limited to, inappropriate content posting to social media sites:
  - Conducting KC business using social media sites that are not authorized as an official means of communication by the Marketing Department
  - Posting confidential or propriety information about students, employees, or other College-affiliated individuals or groups that is in violation of KC policies or procedures, FERPA, HIPAA, or other local, state, or federal laws
  - Violating any provision of KC's policies or procedures
  - Violating any provision of the [Student Conduct Code](#)
  - Posting comments to official KC social media sites that are not directly related to KC business
  - Violating KC's [Non-Harassment](#) policy
  - SPAM comments
    - All platforms that enable comments should be reviewed regularly for SPAM, removing SPAM comments as quickly as possible
  - Violating the terms of use, conditions, or community guidelines as defined by each social media platform

#### KC Identity

Use of any KC logos, symbols, or other likeness on personal social media sites is forbidden. Social media sites established for conducting KC business must adhere to established marketing policies and procedures, which will be published on MyKC.

#### Disclaimer

Every social media site must display or link to the following disclaimer (or some version of it) in a conspicuous manner:

- All information published online by KC is subject to change without notice. KC is not responsible for errors or damages of any kind resulting from access to its Internet resources or use of the information contained therein. Every effort has been made to ensure the accuracy of information presented as factual; however, errors may exist. Users are directed to countercheck facts when considering their use in other applications. KC is not responsible for the content or functionality of any technology resource not owned by the institution.
- The statements, comments, or opinions expressed by users on this site are those of their respective authors, who are solely responsible for them, and do not necessarily represent the views of Kaskaskia College.

#### Enforcement

Complaints or allegations of a violation of this policy will be processed through KC's grievance procedures or Student Handbook. Upon determination of a violation of these standards, the KC Marketing Office may unilaterally delete any violating content and terminate the user's access. It is the user's responsibility to demonstrate and/or establish the relevance of content in the event that a content complaint is made official

#### Approval History:

Replaces Social Media Policy 4.9 Approved February 27, 2017