



## **PERSONNEL POLICIES — SECTION 300**

**NUMBER: 317**

**SUBJECT: SOCIAL MEDIA POLICY & PROCEDURE**

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### **317.1 DEFINITIONS**

**1.1 BLOG.** A self-published diary or commentary on a particular topic that may allow visitors to post responses, reactions, or comments.

**1.2 POST.** Content an individual shares on a social media site or the act of publishing content on a site.

**1.3 PROFILE.** Information that a user provides about himself or herself on a social networking site.

**1.4 SOCIAL MEDIA/NETWORK.** A category of internet-based resources that enable the user to generate content and encourage other user participation. This includes, but is not limited to social networking sites Facebook, MySpace, Twitter, YouTube, Wikipedia, Pinterest, LinkedIn, blogs, and other sites.

**1.5 SPEECH.** Expression or communication of thoughts or opinions in spoken words, in writing, by expressive conduct, symbolist, photographs, videotape, or related forms of communication.

**1.6 FRIENDING.** Adding a person to a list of contacts associated with a social networking Web site.

### **317.2 REFERENCES**

**2.1** Ogden-Weber Applied Technology College Social Media Policy 520.22.

**2.2** Mountainland Applied Technology College Standards of Conduct 300.342.

### **317.3 POLICY**

It is the policy of the College that all employees are expected to observe the highest standards of business conduct in all their dealings in social media channels. College employees are free to express themselves as private citizens on social media sites to the degree that their speech does

not impair or impede their performance as employees or affect the public perception of the College.

## **317.4 SOCIAL MEDIA PROCEDURE**

### **4.1 Employee Social Media Rights**

**4.1.1** The College respects the free speech rights of all its employees and supports them as they explore and engage in social media communities.

**4.1.2** The College respects the right to use the social web as a means of personal communications and self-expression outside of work.

**4.1.3** The College respects the right to digital privacy, including information and conversations not available in the public stream.

### **4.2 Internal Uses**

Follow the Computer and Internet Acceptable Use Procedure, which has established guidelines to protect the College, faculty, staff, and students from harm and liability.

### **4.3 College-Owned Social Media Sites**

#### **4.3.1 Approval Process for College Social Media Accounts**

All official College-owned social media accounts must be approved by the Campus President's Executive Committee. Before requesting a separate social media site, consider whether the current College-owned sites might support your social media goals.

#### **4.3.2 Identification on an Account**

The College-owned social media page should include an introductory statement that clearly specifies the purpose and scope of the College's presence.

#### **4.3.3 Representing The College**

The Director of Marketing is the public relations spokesperson for the College. As such, he/she is the only designated person authorized to represent the College in media communications issues; all inquiries should be directed to him/her. Some employees, authorized through the Director of Marketing to perform social media roles (i.e. a program Facebook representative), should be aware that what they present or communicate may be seen as representative of the College at any given time.

#### **4.3.4 Use of College's Social Media Channels**

All official College-owned social media is the property of the College. The policies governing their approved use are continuous, regardless of where the authorized employee may be or on what devices and networks.

### **4.4 Expectations for Social Media Use**

#### **4.4.1 Follow College Policies**

Anything posted that can potentially tarnish the College's image shall ultimately be the

employee's responsibility. Employees are encouraged to familiarize themselves with applicable related policies prior to posting on social media sites. The College shall investigate and address known violations of College policy. College employees should not speak to the media on MTECH's behalf without contacting the Marketing Director who is the public relations spokesperson for the College and will field all inquiries.

#### **4.4.2 Avoid Illegal or Inappropriate Online Relationships**

College employees are prohibited from friending current students or former students who are minors.

#### **4.4.3 Follow The Laws**

Follow copyright and fair use laws to the letter. Intellectual property rights, especially those copyrighted, must be respected.

#### **4.4.4 Use Appropriate College Channels**

Avoid posting material that is discriminatory, harassing, or threatening about the College, its students, supervisors, employees, and/or affiliates. A social networking site is not the appropriate place to make a complaint regarding discrimination, harassment, or safety issues. Employees are encouraged to follow the steps outlined in MTECH's Employee Grievance policy 300.325.

#### **4.4.5 Be a Scout for Compliments and Criticism**

Forward positive or negative remarks about the College found online to the Marketing department. Avoid the temptation to react to a negative post or recruit family or friends to promote or defend the College.

#### **4.4.6 Maintain Confidentiality**

Do not post confidential information, e.g. processes, development of programs, or proprietary information about the College, students, employees, or alumni.

#### **4.4.7 Employment Disclosure**

Express only your personal opinions. Never represent yourself as a spokesperson for the College, fellow associates, members, customers, suppliers, or people working on behalf of the College. Do not use the College's logo on personal social media sites or to promote a product, cause, or political party or candidate.

#### **4.4.8 Posting False Information**

Never post any information or rumors that you know to be false about the College, fellow associates, members, customers, suppliers, competitors, or people working on behalf of the College.

#### **4.4.9 Using Social Media at Work**

Refrain from using social media while on work time unless it is work-related as authorized by your manager or consistent with the Computer and Internet Acceptable Use Policy. Do not use College email addresses to register on social networks, blogs, or other online tools utilized for personal use.

#### **4.4.10 Employment Hiring**

Supervisors shall not review and screen applicants for interviews using social media profiles. However, social media review as a part of the background check process for

finalist is acceptable and shall be conducted by the Human Resources office.

#### **4.4.11 Ask For Help**

Use your supervisor and/or human resource director as resources.

### **4.5 Disciplinary Action**

**4.5.1** Inappropriate postings that may include discriminatory remarks, harassment, and threats of violence or similar inappropriate or unlawful conduct shall not be tolerated and may subject employees to disciplinary action up to and including termination.

**4.5.2** Any of your conduct that adversely affects job performance, the performance of fellow associates, or otherwise adversely affects members, customers, suppliers, people who work on behalf of the College, or the College's legitimate business interests may result in disciplinary action up to and including termination.