

BAY de NOC COMMUNITY COLLEGE BOARD OF TRUSTEES POLICIES

1000 GENERAL ADMINISTRATION

1054 BOARD OF TRUSTEES SOCIAL MEDIA POLICY

It shall be the policy of the Bay de Noc Community College Board of Trustees to clarify expectations regarding the use of social media by all college employees. Social media is broadly understood to include blogs, wikis, microblogs, message boards, chat rooms, electronic newsletters, online forums, social networking sites, and other sites and services that permit users to share information with others.

Social media are powerful communications tools that have a significant impact on organizational and professional reputations and while Bay College encourages employees to employ social media, its use must not blur the lines between a user's personal voice and institutional voice.

Both in professional and institutional roles, employees are expected to follow the same behavioral standards online as they would in the real world. The same laws, professional expectations, and guidelines for interacting with students, parents, alumni, donors, media, and other college constituents apply. Employees are accountable for any institutionally related content they post to social media sites.

PROCEDURE:

The following principles apply to employee use of social media:

- 1054.1 Employees need to be aware of and adhere to the College's behavioral standards when using social media in reference to Bay College.
- 1054.2 Employees should be aware of the effect employees' actions may have on their image, as well as Bay College's image. Employees are personally responsible for the content employees publish. Employees should be mindful that what they publish will be public for an undetermined amount of time and they should take steps to protect their privacy and that of others.
- 1054.3 Employees should be aware that Bay College may observe content and information made available by employees through social media. Employees should use their best judgment in posting material.
- 1054.4 Although not an exclusive list, some specific examples of prohibited social media conduct include posting commentary, content, or images that are defamatory, pornographic, proprietary, harassing, libelous, or that can create a hostile work environment.

- 1054.5 Employees may not use social media to insult, disrespect, disparage, harass, threaten, defame or bully another person; or to violate any College policy; or to engage in any unlawful act, including but not limited to: gambling, identity theft, or other types of fraud.
- 1054.6 Employees should not make false claims or representations about Bay College programs or services, nor speculate or guess if employees do not know the information, spread gossip, rumors, or other unverified information.
- 1054.7 Employees should not discuss legal issues or risks, or draw legal conclusions on pending legal or regulatory matters involving Bay College.
- 1054.8 Employees should not publish, post or release any information that is considered confidential, including but not limited to, information protected from disclosure by the Health Insurance Portability and Accountability Act (HIPAA) of 1996 and the Family Educational Rights and Privacy Act (FERPA). If there are questions about what is considered confidential, employees should check with the Human Resources Department and/or their supervisor.
- 1054.9 Employees should not allow social media use to interfere with employees' responsibilities at Bay College.
- 1054.10 It is highly recommended that employees keep Bay College related social media accounts separate from personal accounts, if practical.
- 1054.11 It is prohibited to use Bay College's logo and trademarks on personal sites for any reason and especially not to promote any products, causes, or political parties or candidates.
- 1054.12 Bay College encourages freedom of expression and recognizes the value of diverse opinions. However, social media administrators have a responsibility to remove comments, images, or other material deemed inflammatory, vulgar, or otherwise inappropriate, especially when they appear to threaten the welfare or safety of others.
- 1054.13 All use of Bay College social media shall adhere to the Bay College Social Media Standard.
- 1054.14 If there is a concern regarding a social media post, it should be brought to the Office of Human Resources. The Human Resource department will determine if an investigation is warranted to ensure the policies of Bay College are being upheld.

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Policy Origin Date: 02/15/2017

Procedure Origin Date: 02/15/2017

1054.15 Bay College reserves the right, under circumstances it deems appropriate and subject to applicable laws and regulations, to impose disciplinary measures, up to and including dismissal from the College or termination of employment, upon students, faculty, or staff who use private social media sites or communications resources in violation of this policy. In appropriate cases, such conduct may also be reported to law enforcement authorities.

Non-compliance with this policy may result in any or all of the following:

- a. Limitation or revocation of individual or unit rights to use or participate in College related social media;
- b. Corrective or disciplinary actions and sanctions; as defined in the College's Policy and Procedures.