



Employee Social Media Policy

A. Introduction

Suffolk County Community College (College) encourages the appropriate use of social media as a method for communicating ideas and information, promoting programs and events, and as part of its educational mission. This policy governs College employees in their use of social media technologies for work purposes.

B. Social Media Defined

Social media is defined as Internet or mobile digital tools and systems used to share and/or receive information or conversation. Blogs, social networks, and websites such as Facebook, LinkedIn, Twitter, Tumblr, Instagram, Snapchat and YouTube are examples of social media which provide channels to share knowledge and connect with others.

C. College Social Media Sites

The College Director of Communications is authorized to utilize various social media platforms to present information and content to the public relating to the College and to receive feedback from the public and the College community. Content and information released by the Director of Communications on social media is equivalent to content and information released to the press and the public in any other format, such as news releases, letters to the media, and open letters to the public. Such content and information must be accurate and comply with all applicable laws, rules and regulations, and College policy.

D. Department/Office Social Media Sites

1. Permission must be granted by the College Director of Communications for a College department or office to create and manage a social media site. To request such permission, employees, upon prior consent of the appropriate Vice President, must submit a *Social Media Request Form*.

2. Upon receipt of permission from the College Director of Communications, Content Managers from the departments/offices will administer their own social media sites, and generate and post content. Content managers shall be approved by the appropriate Vice President. The College Director of Communications will retain administrative access at all times to the created sites. Content and information posted on departmental social media sites must be accurate and comply with all applicable laws, rules, regulations, and College policies.

3. The College Director of Communications will utilize site metrics to assess effectiveness of the content and, within his/her discretion, may make recommendations for modifications to the site and/or the site's content management to departmental Content Managers, in order to increase social media engagement.

E. Rules of Use/Social Media Content Guidelines and Procedures

1. All social media accounts must be accessible to users with disabilities, in compliance with federal and state laws and regulations, as well as College policy and standards.

2. The College reserves the right to remove posts or comments that are obscene, defamatory, or objectively offensive, contain threats of violence, constitute spam or advertising, or are unrelated to the content or information. The College also reserves the right to remove posts or comments that violate applicable laws, rules, and regulations including, but not limited to, copyright and trademark, College policy, or those that violate the use policies promulgated by the applicable social media provider. The College shall be authorized to revoke approval of individual Content Managers or employee social media sites upon evidence of noncompliance with this Policy.

3. The Director of Communications and the Office of Institutional Advancement shall be authorized to develop *Social Media Content Guidelines and Procedures*, which will include the College's Graphics Standards Guide, to ensure compliance with this policy. Such guidelines and procedures shall be reviewed and approved annually by the President's Cabinet.

F. Employee Personal Use of Social Media Sites

1. College email accounts shall not be used to create personal social media channels or to post comments to any social media or online platform.
2. College social media accounts may not be utilized to post information which is unrelated to the College.
3. No College employee, individually, may create a social media site which purports to be a College-authorized site.
4. No College employees may represent themselves as spokespersons for or authorized representatives of the College.

**Board of Trustees
August 16, 2018**