

# Hocking College Faculty and Staff Social Media Policy

## **Social Media Policy**

Social media can be a powerful communication tool. Hocking College finds it valuable to connect with the college's audiences on a variety of mediums, social media included. Maintaining a cohesive and appropriate image is of the utmost importance at Hocking College. Whether you are faculty, staff or students, the actions that individuals engage in online can reflect upon the college.

Social media includes but is not limited to Facebook, Twitter, LinkedIn, Instagram, blogs, Flickr and YouTube.

Hocking College encourages the responsible use of social media platforms, whether it is personal or professional use. Professional use includes social media platforms that aid in academic learning, career development and community service related to the college.

Social media, when used responsibly, can assist Hocking College in reaching its various audiences in a positive manner. Social media allows Hocking College to publicly share the strengths and achievements of the academic institution.

## **Personal versus Public Site**

A **personal site** is used for the sole purpose of personal use, meaning that no identification of the person as a representative of Hocking College is present on the site. Content is not work-related material.

A **public site** is when a person represents Hocking College as a faculty or staff member.

## **Best Practice Policies for social media platforms**

- **Every post is public:** Realize that every post on social media is public, no matter how cautious you are with privacy settings. Social media platforms can change privacy notices and sometimes it can go unnoticed by the user. On some platforms, even though you are not "friends" or connected to a particular user, they still may be able to see your content through the rule that allows "friends of friends" to see the content you post. The Library of Congress is also archiving your tweets if they are public.
- **Consider the audience:** When posting, make sure you understand who your audience is. Your audience could include current or potential students; current, past or future employers; co-workers or family; not to mention, different genders or ages. Consider the content you want to share before you publish it. Be sure that you aren't alienating or disrespecting anyone.
- **Use good judgment and think before posting:** Be sure that you take a moment to pause before posting content.
- **Add value:** Social media can be an excellent way to share news, information or ideas to your network. The best use of social media is adding value and passing it along to others.

## **Policies for all social media platforms, including personal sites**

### **Content**

- **Protect confidential and proprietary information:** Confidential or proprietary information about Hocking College students, faculty, staff or alumni shall not be posted. Federal requirements such as [FERPA](#) and [HIPAA](#), as well as [NAIA](#) regulations apply on social media.
- **Endorsement / Promotional Use:** Use of the Hocking College name and/or logo to promote any opinion, product, cause or political candidate is not permitted.
- **Acting as a Representative:** Unless given permission, do not act as a representative of Hocking College.
- **College e-mail use:** All activity conducted using your Hocking College e-mail address (@hocking.edu) should be work related. Do not post your Hocking College e-mail on your Facebook page. It could be perceived that you are acting as a representative of the college.

- **Contact with Students:** Hocking College faculty and staff members are prohibited from initiating contact with students online, such as “friending” a student on Facebook. However, if a student initiates contact and the faculty or staff member approves the request, this is permitted. The reasoning behind this is not to place students in an awkward position if they do not want to be connected to a faculty or staff member online.
- **Disciplinary Action:** If a Hocking College faculty or staff member is found to have violated the policies stated above, the college has the right to take disciplinary action against the employee.

### **Policies for Hocking College-related social media platforms**

#### **Accounts Recognized by Hocking College**

- **Submitting requests for creation of social media accounts:** Any Hocking College department, programs, group or entity that wishes to establish a social media presence should submit their request/intentions to Laura Alloway, Director of Marketing and Public Relations, for approval. A time to discuss the strategic process, such as profile naming and visual presentation should be scheduled with the Director of Marketing and Public Relations.
- **Content:** Content should be updated on a regular basis and reflect the current image of Hocking College (such as up to date logos and information.)
- **Disclaimer Statement:** College-related accounts must include a disclaimer statement, as set by the Public Relations and Marketing Director, regarding content and opinions contained on the site.

#### **Account Administrator(s)**

- All social media accounts officially recognized by Hocking College must have a current Hocking College faculty or staff member listed as the account administrator.
- The account administrator is held responsible for managing and monitoring content at all times.
- If a Hocking College faculty or staff member that is an account administrator leaves the college for any reason or no longer wishes to be an account administrator, it is that individual's responsibility to designate another Hocking College faculty or staff member to take over as the account administrator prior to removing himself or herself from that role. Laura Alloway, Director of Marketing and Public Relations, should be notified when a new administrator takes over.

#### **Public Relations and Marketing Department Administrative Access**

- The Director of Marketing Public Relations should be included as an administrator on the social media platform to ensure account access in case of emergency situations, such as inappropriate content removal.
- **Content Removal:** Hocking College reserves the right to remove any content, including but not limited to, content that the college deems threatening, obscene, a violation of intellectual property rights or privacy laws or otherwise illegal.