



420 POLICY - Social Media

420.1 Statement of Policy

Redlands Community College recognizes social media sites as important and influential communication channels for our community. Such media sites also have a significant impact on organizational and professional reputations.

Both in professional and institutional roles, employees are expected to follow the same behavioral standards online as they would in person. The same laws, professional expectations, and guidelines for interacting with students, parents, alumni, donors, media, and other college constituents apply online as in person. Employees are responsible for and may be held personally liable for anything they post to social media sites.

420.2 Application of Policy

To assist employees with appropriate posting of content and management of these sites, Redlands Community College has developed guidelines for official and personal use of social media, published in the Procedures section of the Policies and Procedures Manual. This policy and the related procedure apply to College faculty and staff and can be used in connection with social media accounts associated with schools, colleges, departments, programs and offices.

420.3 Disclaimer of Liability

Redlands Community College is not responsible for, and shall not be held liable for, the actions of users of social media sites, or for damages caused or suffered by such users. Further, the College is not responsible for, and shall not be held liable for the accuracy or quality of information obtained through any social media site, including personal sites.

420.4 Related Procedure

The Procedures section of the Policies and Procedures Manual contains a procedure with definitions, general guidelines, best practices, institutional social media recommendations, reporting procedures, and disciplinary proceedings that are related



to this Social Media Policy. The definitions in the related procedure are incorporated by reference into this policy.

420.5 Complaint Procedure

An employee, student, or any other person may report inappropriate content or behavior by following the related procedure published in the Procedures section of the Policies and Procedures Manual.

Adopted December 2010



420 PROCEDURE - Social Media

420.1:1 Definition

For purposes of this procedure and the related policy, the term “social media” means media designed to be disseminated through social interaction, created using highly accessible and scalable publishing techniques. Examples include but are not limited to LinkedIn, Twitter, Facebook, YouTube, and MySpace.

420.4:1 General Guidelines for All Social Media Sites, Including Personal Sites

- A. Protect confidential and proprietary information. Do not post confidential or proprietary information about Redlands Community College, students, employees, or alumni. Employees must still follow the applicable federal requirements such as FERPA and HIPAA, as well as NCAA regulations. Adhere to all applicable College privacy and confidentiality policies. Employees who share confidential information do so at the risk of disciplinary action or termination.
- B. Respect copyright and fair use. When posting, be mindful of the copyright and intellectual property rights of others and of the College.
- C. Do not use Redlands Community College logos for endorsements. Do not use the Redlands Community College logo or any other College images or iconography on personal social media sites. Do not use the Redlands Community College name to promote a product, cause, or political party or candidate.
- D. Respect College time and property. College computers and time on the job are reserved for college-related business as approved by supervisors and in accordance with the Acceptable Use of Redlands Enterprise Network policy and procedures and Personal Use of College Property policy and procedures.
- E. Terms of service. Obey the Terms of Service of any social media platform employed.

420.4:2 Best Practices for All Social Media Sites, Including Personal Sites

- A. Think twice before posting. Privacy does not exist in the world of social media. Consider what could happen if a post becomes widely known and how that may reflect both on the poster and the College. Search engines can turn up posts years after they are created, and comments can be forwarded or copied. If you wouldn't



say it at a conference or to a member of the media, consider whether you should post it online. If you are unsure about posting something or responding to a comment, ask your supervisor for input or contact the Office of Public Information at (405) 422-1467.

- B. Strive for accuracy. Get the facts straight before posting them on social media. Review content for grammatical and spelling errors. This is especially important if posting on behalf of the College in any capacity.
- C. Be respectful. Understand that content contributed to a social media site could encourage comments or discussion of opposing ideas. Responses should be considered carefully in light of how they would reflect on the poster and/or the College and its institutional voice.
- D. Remember your audience. Be aware that a presence in the social media world is or easily can be made available to the public at large. This includes prospective students, current students, current employers and colleagues, and peers. Consider this before publishing to ensure the post will not alienate, harm, or provoke any of these groups.
- E. On personal sites. On personal sites, identify your views as your own. If you identify yourself as a Redlands Community College faculty or staff member online, it should be clear that the views expressed are not necessarily those of the institution. In order to avoid the appearance of speaking on behalf of the College when using a personal social media outlet, College faculty and staff might want to consider adding a note to their profile such as "The views expressed on this [blog, website, forum] are mine alone and do not necessarily reflect the views of Redlands Community College."
- F. Photography. Photographs posted on social media sites easily can be appropriated by visitors. Consider adding a watermark and/or posting images at 72 dpi and approximately 800x600 resolution to protect your intellectual property. Images at that size are sufficient for viewing on the Web, but not suitable for printing.

420.4:3 Institutional Social Media

Guidelines for Institutional Social Media are available from the Office of Public Information. In addition, those in Procedure 508 (Logos, School Colors, and Publications) apply to institutional social media, along with the following:

- A. Notify the College. Departments or College units that have a social media page or would like to start one should contact the Office of Public Information at (405)



422-1467.

- B. Acknowledge who you are. If you are representing Redlands Community College when posting on a social media platform, acknowledge this.
- C. Have a plan. Departments should consider their messages, audiences, and goals, as well as a strategy for keeping information on social media sites up-to-date.
- D. Link back to the College. Whenever possible, link back to the Redlands Community College site. Ideally, posts should be very brief, redirecting a visitor to content that resides within the Redlands Community College environment.
- E. Protect the institutional voice. Posts on social media sites should protect the College's institutional voice by remaining professional in tone and in good taste. No individual Redlands Community College department should construe its social media site as representing the College as a whole. Consider this when naming pages or accounts, selecting a profile picture or icon, and selecting content to post—names, profile images, and posts should all be clearly linked to the particular department rather than to the institution as a whole.

420.5:1 Reporting Inappropriate Behavior

To report inappropriate behavior on a social media site, contact the Office of Public Information at publicinfo@redlandsc.edu or (405) 422-1467.

420.5:2 Employee Disciplinary Proceedings

Disciplinary proceedings may be pursued against an employee who posts or participates in the posting of damaging or threatening social media content. If termination, suspension, or demotion of the employee may be involved, the disciplinary proceedings will be conducted in accordance with the College policies on Employee Termination, Suspension, and Demotion, Employee Due Process, and Evidentiary Hearings. Employee disciplinary action other than termination, suspension, or demotion may be imposed by the Vice President or supervisor with administrative authority over the employee or by the College President, after investigation of the alleged incident.

Adopted February 2011