

Social Media Procedure, 7.06(a)**Chapter 7: General Administrative****Applies to: Faculty, Staff and Students**

Purpose:

The Social Media Procedure applies to all use of social media by Rhodes State College employees while representing or discussing matters concerning the College, and/or members of the College, using College or other resources. The College applies applicable laws, codes, regulations and College policies to all behaviors and actions irrespective of the communication platform. Social Media activities that violate these procedures may lead to disciplinary action. This applies to social media activities conducted on and off the College campus and with or without use of College resources.

Social media provides opportunities for relationship building and engagement with the public. It is imperative that employees involved in social media activities adhere to all guidelines presented from the Marketing and Public Relations Office.

I. Definitions

- a. **Social Media:** Collectively it's all platforms (blogs, wikis, Facebook, Instagram, LinkedIn, etc.) that allow users to connect with other users online. Content is published by one user and engaged with by other users in the form of impressions, likes, and comments.
- b. **Content Administrator:** The College employee responsible for all content on a College sponsored social media site for a specific area/department.

II. Creating a Social Media Site

- a. To create a College sponsored social media site, interested employees or students must contact the Director, Marketing and Public Relations. Once request is received, the Director will schedule a meeting to discuss the area's social media plan, schedule training for using the College's social media management platform, and review guidelines for success.
- b. All College sponsored social media sites must have an employee who serves as the Content Administrator responsible for content.
- c. The Director of Marketing and Public Relations will maintain records of all College sponsored social media sites with Content Administrator information.

III. Maintaining a Social Media Site

- a. Employees who represent the College when posting on a Rhodes State sponsored social media site must acknowledge such with name and title.
- b. All College sponsored social media sites will post terms of use for those posting to the site
 - i. Terms of Use - By posting content on this page, you represent, warrant and agree that no content submitted, posted, transmitted, or shared by you will infringe upon the rights of any third party, including but not limited to copyright, trademark, privacy; or contain defamatory or discriminatory or otherwise unlawful material. Rhodes State reserves the right to alter, delete or remove (without notice) the content at its absolute discretion for any reason whatsoever.
- c. College sponsored social media sites will cite the following disclaimers:

- i. Site Administrator Content - The comments and postings on this site are those of the site administrators and do not necessarily reflect Rhodes State College opinions, strategies or policies.
- ii. User-Generated Content - Rhodes State College accepts no responsibility or liability for any data, text, software, music, sound, photographs, images, video, messages or any other material or content generated by users and publicly posted on this page.
- iii. Inappropriate Content - Anyone who believes that this page includes inappropriate content should report it to the Rhodes State College Marketing and Public Relations Office at marketing@RhodesState.edu
- iv. Disclaimer for Content on Linked Sites - Rhodes State College accepts no liability or responsibility whatsoever for the content of any target site linked from this page.
- v. Copyright - The content on this page is subject to copyright laws (See HR Policies 5.11 and 5.11.1). Unless you own the rights in the content, you may not reproduce, adapt or communicate without the written permission of the copyright owner nor use the content for commercial purposes

Related Policies or Procedures:

[Social Media Policy 7.06](#)

History:

	Date:	Reason:
Issued:	3-19-2024	Original procedure was created in accordance with the Social Media Policy

This policy and / or procedure provides operating principles for Human Resources issues at Rhodes State College. It supersedes any prior policy covering specific subject. This policy and / or procedure may be suspended, modified or cancelled as determined by the College. This policy and / or procedure does not create a contract of employment, nor is it a condition of employment between the College and its employees.