

Responsible Office: Marketing and Public Relations

Applies to: Faculty, Staff, and Students

Approved: 03/19/2024

Policy: This policy applies to all use of social media by Rhodes State College employees and students 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. This policy applies across the College.

The Social Media Policy requires employees and students to use all forms of social media lawfully. Employees must follow the established Social Media Procedures to create and use social media for College purposes. These procedures promote and protect the College and users. College-sponsored social media sites shall feature a professional, unified and brand-appropriate appearance.

The use of social media for or concerning Rhodes State College is governed by the same laws, codes, regulations and College policies for all activities at or concerning the College. Social Media activities that violate College policies 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. In addition, employees and students use social media at their own risk. Rhodes State College assumes no responsibility or liability for social media activity by employees that is not approved and coordinated through the College's Office of Marketing and Public Relations. Rhodes State College assumes no responsibility or liability for social media activity by students.

All information posted on College-sponsored social media sites must be in compliance with College policies as well as federal and state regulations.

Guidelines:

I. Definitions

- a. **Social Media:** Social media is collectively all the 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.

Related Policies or Procedures:

Social Media Procedure 7.06(a)

Compliance References: N/A

History:

	Date:	Reason:
Issued:	09/20/2011	Original policy was reviewed and approved by Board of Trustees
Revised:	09/19/2017	Revised
Revised:	03/19/2024	Revised

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.