

SOCIAL MEDIA 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.

DEFINITION(S)

Social Media - Social media are online communication sites and services that allow Internet users to create and publish information, ideas, personal messages, and other content.

POLICY STATEMENT

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 College 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 as may be amended from time to time, including, but not limited to: Disciplinary Action and Due Process (5.5); Computer Resources and Facilities Policy (6.14); Copyright/Royalty and Licensing Policy (5.11); Student Code of Conduct Policy (10.1); Sexual Harassment Policy (5.2); Use of Copyrighted Works (5.11.1); Family Educational Rights and Privacy Act (FERPA) (<https://www2.ed.gov/policy/gen/guid/fpco/ferpa/index.html>); and Health Insurance Portability and Accountability Act (HIPAA) (<https://www.hhs.gov/hipaa>).

SOCIAL MEDIA PROCEDURE

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.

DEFINITION(S)

Social Media - Social media are online communication sites and services that allow Internet users to create and publish information, ideas, personal messages, and other content.

Employee Content Administrator – College employee responsible for all content on a College sponsored social media site.

PROCEDURE**1. CREATING A SOCIAL MEDIA SITE**

1.1 To create a College sponsored social media site, interested employees must complete and process the Social Media Site Request (Appendix A).

1.2 All College sponsored social media sites must have an employee who serves as the content administrator responsible for content.

1.3 The Director of Marketing and College Relations will maintain records of all College sponsored social media sites with content administrator information.

2. MAINTAINING A SOCIAL MEDIA SITE

2.1 Content administrators should consider their messages, audiences, and goals, as well as a strategy for keeping information on social media sites up-to-date. Marketing and College Relations can assist with social media planning.

2.1.1 Whenever possible, link back to the Rhodes State website. Ideally, posts should be very brief redirecting a visitor to content that resides within the Rhodes State Web environment. When linking to a news article about Rhodes State, it is preferable to link to a release on the Rhodes State website (www.rhodesstate.edu) instead of a publication or other media outlet.

2.2 Employees who represent Rhodes State when posting on a Rhodes State sponsored social media site must acknowledge such with name and title.

2.3 Rhodes State units should not construe their social media sites as representing the College as a whole. Units should 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 specific department or unit rather than to the institution as a whole.

2.4 All College sponsored social media sites will post terms of use for those posting to the site.

2.4.1 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.

2.5 College sponsored social media sites will include the following disclaimers:

2.5.1 Site Administrator Content - The comments and postings on this site are those of the site administrators and do not necessarily reflect Rhodes State opinions, strategies or policies.

2.5.2 User-Generated Content - Rhodes State 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.

2.5.3 Inappropriate Content - Anyone who believes that this page includes inappropriate content should report it to the Rhodes State College Marketing and College Relations Office at PublicRelations@RhodesState.edu.

2.5.4. Disclaimer for Content on Linked Sites - Rhodes State accepts no liability or responsibility whatsoever for the content of any target site linked from this page.

2.5.5. 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.

APPENDIX A - SOCIAL MEDIA SITE REQUEST

Purpose: Rhodes State College employees who are interested in creating a social media site should review the Social Media Policy 6.14.1 and Social Media Procedure 6.14.1 and must complete and process a Social Media Site Request.

Directions: The Employee Content Administrator must complete Steps 1 – 5 and submit this form to the Rhodes State College Marketing and College Relations Office, James J. Countryman Building, Room 179.

Step 1 Employee Content Administrator

Name _____ Title _____
Email _____ Telephone _____
Signature _____ Date _____

Step 2 Immediate Supervisor

Name _____ Title _____
Email _____ Telephone _____
Signature _____ Date _____

Step 3 Cabinet Member

Name _____ Title _____
Email _____ Telephone _____
Signature _____ Date _____

Step 4 Proposed Social Media Platform(s)

Step 5 Proposed Audience and Purpose

Questions: Contact the Marketing and College Relations Office at PublicRelations@RhodesState.Edu or 567-242-5980.