McLennan Community College

POLICIES AND PROCEDURES

Reference:	E-XXXI-a	Effective Date	04/03/2014
Subject:	Social Media Policy		
Source:	President		
Approval Authority:	President	Approval Date	04/03/2014
History:	Replaced policy dated 04/03/2014		
Remarks:	Policy updated in new format.		

In 2008, computer and network users were offered the ability to connect with users globally through social media at McLennan Community College. Since that time, college departments, divisions, student and employee organizations, and professors have created social networking websites, blogs and wikis for both professional and personal use.

The rights of academic freedom and freedom of expression apply to the use of college computing resources, including social media. Additionally, so do the responsibilities and limitations associated with those rights.

Policy

Employees of McLennan Community College must:

I. Secure confidential or proprietary information about McLennan Community College, its students, its affiliates, its employees or its alumni by refraining from submitting such information to any outside source including social media sites.   All federal, state, local, and accrediting agency requirements as well as FERPA and HIPAA, and NJCAA regulations, must be adhered to in all applicable college privacy and confidentiality policies.   A vice president should be contacted for guidance on restrictions related to the release of confidential information. For more information about confidentiality, refer to the College's Open Records Policy.

II. Internet postings, including social media, blogs, and websites, must respect copyright, privacy, fair use, financial disclosure, and other applicable laws.

III. Use of the McLennan Community College logo or any other college images or iconography is restricted to officially-recognized McLennan Community College social media sites only. For more information about use of college trademarks or logos without proper authorization, see the college's Computer Use Policy.

IV. Employees should refrain from using McLennan Community College's name to promote a product, cause, or political party or candidate.

V. Adhere to the College's Computer Use Policy. Keep in mind, college computing resources are intended for college-related purposes, including direct and indirect support of the College's instruction and service missions. Refrain from using these resources for personal commercial purposes or for personal financial or other gain.

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  VI.   Contact an immediate supervisor and the Marketing & Communications department at marcom@mclennan.edu for review and approval of a departmental or divisional college social media site.

 VII.   McLennan Community College reserves the right to request withdrawal of posts or removal of inappropriate comments that contradict any of the previous guidelines and deactivation of inactive social media accounts after six months.