



## Social Media

### Social Media Policy

*Approved by and date:*

*Board of Trustees*

03/14/2019

*Executive Leadership Team*

02/11/2019

### **Policy:**

Kilgore College encourages the use of social media to connect with others, including students, alumni, employees, and fans. This policy defines the rules and procedures for the use of official Kilgore College social media sites as well as private accounts of Kilgore College Trustees, Administrators, Faculty and Staff. As used herein, the term, "social media" has the following definition:

A software system or service provided via the internet used to communicate and/or share information between people. Examples include, but are not limited to:

- a. Facebook
- b. Twitter
- c. Flickr
- d. Instagram
- e. LinkedIn
- f. YouTube
- g. WordPress
- h. GooglePlus.

All official Kilgore College social media sites must adhere to all applicable federal and state laws, regulations, and Kilgore College policies. Adherence to all applicable intellectual property and/or copyright laws is required. Only public information may be posted on Kilgore College sites; no sensitive personal or confidential information (as defined by FERPA, Texas Bus. & Commerce Code Ch. 521, HIPAA or other applicable laws) may be included.

Kilgore College respects the First Amendment but will not permit or tolerate any activity or post online that is defamatory, incites violence, is obscene (as defined by federal and/or state law), or that is inconsistent with or undermines the educational mission of Kilgore College or creates a disruption in the workplace. Private workplace issues that are not a matter of public concern are not protected by the First Amendment and should not be posted online. Kilgore College is a learning community and its mission to educate is to be carried out impartially and without regard to factors like race, gender, and the like. Any online content that results in harm to this mission or to the College's operations is a violation of this policy. Violations of this policy may result in discipline, up to and including termination. Kilgore College may remove any content from its official social media sites that violates this policy.

## **Procedures:**

*Approved by and date:*

*Executive Leadership Team*

02/11/2019

### Official Kilgore College Social Media Sites

- a. Only authorized and official Kilgore College logos and/or branding may be used.
- b. Individual expressions or views are prohibited.
- c. Such sites may only be used or accessed at work for job-related purposes.
- d. Any pictures or information regarding students must comply with FERPA and any other applicable laws. All content is public; thus, all information (including responses to student questions) must not include sensitive, non-public information.
- e. Adherence to all Kilgore College policies related to computer use is required.
- f. Such sites must be registered and approved by the Kilgore College Marketing Department in advance.
- g. Additional information related to the creation and management of a College social media site is provided in the Kilgore College Marketing, Advertising and Recruitment Materials Policy and Procedures.

### Personal Accounts

- a. It is strongly recommended that Kilgore College employees not associate with students on social media, and that privacy settings be adjusted in order to prevent viewing/access by students.
- b. Kilgore College has a legitimate interest in making sure there is no disruption to its educational mission and its workplace. If an employee allows access to his/her social media account by students or the public, or otherwise makes posts online, and it creates a disruption to Kilgore College's educational mission or workplace, or interferes with the college's normal business operations, then it may result in disciplinary action, up to and including termination.
- c. Be aware of your association with Kilgore College when posting on social media. Your content should be consistent with the educational goals and mission of Kilgore College and should not undermine the effectiveness of the workplace or the inclusiveness of the College to all individuals.
- d. Personal social media sites or accounts should not be accessed during work hours.
- e. Be sure that all postings, comments, pictures, or other content do not appear to be affiliated with or express the views of Kilgore College, and are clearly your personal views and/or speech. Do not use Kilgore College branding or logos in your personal online posts without prior express written authorization. The only exception being that all employees are allowed to include on their personal social media any official Kilgore College message originally communicated via an official KC social media platform.