

SOCIAL MEDIA POLICY

A. Policy

Butler County Community College (BC3) recognizes social media as an important tool in the lives of employees, students, and the general population. The College also recognizes, however, that social media poses inherent risks. The College encourages employees to use their personal social media accounts responsibly. Therefore, BC3 is establishing a Social Media Policy for employees to ensure the Mission of the College is upheld by those in the Community whom wish to maintain an active presence on Social Media.

B. Code of Conduct

Employees are expected to use good judgment when interacting with others on social media. Employees should always communicate ethically, honestly, and show restraint in public communication.

Employees may not post any financial, confidential, sensitive, or proprietary information about the College or its students, prospective students, employees, alumni, donors, or Trustees, unless doing so is within the scope of his/her job duties and the appropriate supervisor has provided advanced approval.

Employees should refrain from posting comments about students, prospective students, colleagues or former colleagues, alumni, donors, and Trustees. Employees may not portray personal opinion as being views held by the College. Employees are expected to refrain from personal use of social media during working hours.

C. Guidelines

Employees are reminded that due to the nature of technology, individuals do not have an expectation of privacy on social media.

While using social media, employees may not violate any other College policy, including but not limited to College policies regarding discrimination, harassment, and/or privacy.

Employees are required to comply with the Family Educational Rights and Privacy Act, 20 U.S.C. §1232g; 34 C.F.R. Part 99 (“FERPA”) at all times, including during the use of social media.

If a department, employee or student group is interested in creating a presence on social media that is affiliated with the College, the Communications and Marketing Department must be notified in advance and provided administrative access for the purposes of oversight. The Communications and Marketing Department reserves the right to remove any posts on College-affiliated pages that are inconsistent with this Policy.

D. Enforcement

The College considers any violation of acceptable use principles or guidelines to be a serious offense. Employees who violate the Social Media Policy will be subject to disciplinary measures. Any violations of the Social Media Policy must be reported to the Executive Director of Human Resources/Equal Opportunity Compliance Officer.

The Executive Director of Human Resources/Equal Opportunity Compliance Officer will work with the Dean of Student Development and/or the Executive Director of Communications and Marketing to investigate such allegations. Any employee who violates any of these guidelines will be subject to disciplinary action up to and including termination of employment and possible legal action. Any student who violates any of these guidelines will be referred to the Dean of Student Development and subject to disciplinary action up to and including permanent dismissal and possible legal action.

The College may establish additional guidelines and expected standards of conduct. Remember, your responsibility to BC3, doesn't end when you are "off-the-clock". For that reason, this policy applies to BC3 and personal social media use.