
SUBJECT: SOCIAL MEDIA

1. PURPOSE

- 1.1. Snow College (College) acknowledges that social media may be used to further the College's mission by providing channels of interaction and engagement between the College and students, parents, faculty, employees, alumni, fans, media, the surrounding community, potential students and donors, and others in the College community.
- 1.2. Social media sites are excellent venues to communicate and encourage engaging discussions about Snow College current events, issues, accolades, organization and people.
- 1.3. The purpose of this policy is to encourage the use of social media by institutional users while making sure usage is in line with applicable state and federal laws and regulations, and to provide protection to the College's reputation and other members of its community. While this policy primarily focuses on social media accounts that are College-owned and College-controlled, it also provides recommendations for other social media uses. Nothing herein is designed to be so far reaching that it might foreclose any legal rights of an employee or student, including an employee's right to discuss conditions of employment.

2. DEFINITIONS

- 2.1. Social media is defined as media designed to be disseminated through social interaction, created using highly accessible and scalable publishing techniques. Social media includes, but is not limited to:
 - Virtual worlds/social networking sites (e.g. Facebook, YouTube, Instagram, Twitter)
 - Video and photo sharing websites (e.g. YouTube, Instagram)
 - Blogging sites (e.g., College blogs, personal blogs or blogs hosted by media publications)
 - Snow College Mobile App
 - Other, similar technologies

3. POLICY

- 3.1. This section outlines Snow College's rules of engagement and expectations when using College-owned and controlled social media on behalf of the College within the scope of employment. This section applies to an employee's or student's use of the departments, offices, clubs, etc. social media accounts.

- 3.2. The College is the owner of all official social media accounts. Administrators with access to these accounts must comply with this Policy and all other College policies while utilizing social media. The Office of Marketing and Communications shall be an administrator to all social media accounts and shall be provided with account login information.
- 3.3. College employees and students shall represent the College in a positive light with active and current posts and activity. Departments/offices should consider their messages including correct grammar and spelling, audiences, and goals as well as strategy for keeping information on social media sites up-to-date. The Office of Marketing and Communications can assist and advise you with your social media planning.
- 3.4. Do not disseminate confidential information. This is especially important in relation to the federal laws and regulations such as FERPA.
- 3.5. Be mindful of and do not violate the copyright and intellectual property rights of others and the College and of College policies regarding those rights.
- 3.6. Protect the institutional voice. Posts on social media sites should protect the College's institutional voice by remaining professional in tone and in good taste.
- 3.7. Snow College will not tolerate content that is threatening, defamatory, illegal, obscene, infringing of intellectual property rights, invasive of privacy, profane, libelous, discriminatory, harassing, bullying, abusive, or hateful, in violation of College policy. The College reserves the right to take down any content it deems intolerable. However, the College does not intend this paragraph to limit opposing ideas and viewpoints in the course of legitimate social media interactions. The College does support participation in social media and is committed to academic freedom in these channels.
- 3.8. If using social media in the recruitment of potential student-athletes, do so in accordance with NJCAA and other applicable rules and regulations.
- 3.9. All College Social media sites must comply with any approved applicable College branding standards. These standards are maintained within the Snow College branding guidelines. The Office of Marketing and Communications can offer guidance about how to properly use names,

logos, etc., to maintain the college's branding and copyright/trademark issues in these venues.

3.10. Non-Compliance/Breach of Policy

3.10.1. Violations of this policy will result in a review of the incident and may include action under appropriate College discipline processes. Corrective action may involve a verbal or written warning, suspension or dismissal and/or termination of employment or privileges with Snow College. This section does not preclude disciplinary action for conduct that involves social media and that also violates other College policies.

4. Policy Guidelines

4.1. Guidelines and Best Practices for the Snow College Social Media Policy shall be available on the Snow College website and from the Snow College's Office of Marketing and Communications.