

A. Purpose

- Thousands of current and future students, faculty, staff, alumni, and donors are utilizing mediums such as Facebook, Twitter, LinkedIn, YouTube, and many others to stay connected. Southeastern Illinois College (SIC) believes that having a presence in social media will allow the College to better broadcast information and interact with the public. In order to effectively operate within these mediums and increase opportunities for educational growth, Southeastern Illinois College has developed this Social Media Policy.
- While the College recognizes the benefits and strengths of social media, it recognizes that the use of social media at or concerning the College is governed by the same laws, policies and rules of conduct that apply to all other activities at or concerning the College.

B. Scope

- Definition: Social Media is defined, for purpose of this policy, as tools and platforms that enable individuals to communicate, participate, share and network through websites and online media, such as Facebook, Twitter, LinkedIn, YouTube, etc.
- The guidelines set forth in the College's Social Media Policy are broad in nature and designed to accommodate any differences in online venues while maintaining a universal code of conduct. This policy focuses on the safe use of social media to support learning and other activities consistent with the college mission.
- This Policy applies to all use of social media by College students, faculty and staff to represent or discuss matters concerning the College and/or members of the College community, whether or not such use involves the College's network or other computer resources. Personal use of social media on personal time is not governed by this Policy. However, individuals must take care not to engage in conduct that violates college policy or state and federal laws.
- Participation in a College course shall not depend only on social media sites such as Facebook. Alternatives shall be made available to any student who does not have access to social media or chooses not to use it. Course content posted to a social media site must also be provided to students by other means such as email and/or posted inside the course itself.

C. Authorization of Social Media Sites

- Any person wishing to create a social media presence affiliated with Southeastern Illinois College must first obtain permission from the appropriate Dean, Vice President or the President. The Individual must read the SIC Social Media Guidelines published by the Marketing and Public Relations Department and accept responsibilities for the publication of content that site within said guidelines. The appropriate staff member in the Marketing and Public Relations Department will establish the account and remain as its

administrator. Access to the account will then be granted to the requesting department. In the event this arrangement is not possible or feasible with a given social media platform, the requesting department will work with Marketing and Public Relations for a suitable arrangement. Any person or organization who seeks authorization for a new site will be expected to articulate an appropriate purpose of the site and a reasonable plan for managing its content. Authorization must be obtained in advance by the appropriate Dean.

Sites include:

1. Institution sites that represent Southeastern Illinois College as a whole must be authorized in advance by the President or his/her designees.
2. Program and department sites must be authorized in advance by the Dean.
3. Sites administered by members of the faculty in connection with specific courses or programs must be authorized by the Faculty member and approved by the Dean.
4. Sites sponsored by recognized student organizations in connection with specific activities must be authorized by the Dean or his or her designee.

D. Site Administrators

- Each authorized College social media site must have a designated administrator. The College's Marketing Coordinator and IT shall be notified of all administrators for the site by the appropriate site administrator/creator.

E. Expectations for Appropriate use of Social Media

- Use good judgment about social media content, respect privacy laws and exercise discretion in posting content that could reflect negatively on users or the College. Online posts should be treated as permanent and not recallable.
- Users shall not post any content onto social media which discloses confidential or propriety information of the College.
- Representation of your personal opinions as being endorsed by the College or any of its organizations is strictly prohibited. You may not use the College name to promote anything that is inconsistent with the approved activity or the College Mission.
- Only whole-group posts and messages should be sent to students through social media sites. Messages to individual students must be sent from a college email account to the student's email account through the regular college email services or through the course management site.
- By posting content to any social media site, you agree that you own or otherwise control all of the rights to that content, that your use of the content is protected fair use, that you will not knowingly provide misleading or false information, and that you hold the College harmless for any claims resulting from the content.

- The College has the right to remove any content for any reason, including but not limited to, content that it deems threatening, demeaning, malicious, obscene, a violation of intellectual property rights or privacy laws, harassing in nature, or otherwise injurious or illegal.
- When using or posting online material that includes direct or paraphrased quotes, thoughts, ideas, photos, or videos, always include citations. Provide a link to the original material if applicable.
- Users shall not post content on social media sites, which violates any law of the United States, State of Illinois, including but not limited to HIPAA and FERPA.

F. Additional Considerations

- Violations, complaints, or questions regarding this Policy should be directed to the appropriate supervisor or dean.
- Violators of this Policy may be subject to disciplinary action, up to and including dismissal from the College or termination of employment.
- Every College social media site shall include the following disclaimer: “Content posted to this site represents the views of the individuals who post it and unless stated otherwise, neither represents the views of nor are endorsed by Southeastern Illinois College.”

Adopted: July 9, 2013

Amended: March 21, 2019

Legal Ref: