

CHAPTER:	Social Media	DATE ADOPTED	NUMBER
EMPLOYEES		June 12, 2012	315

SYNOPSIS:

1 College Networking

2 Social Networking

1 College Networking: The goal of College networking sites is to convey information about the College's services, promote and raise awareness of Iowa Central Community College, search for potential new students and partners, communicate with employees and students, issue or respond to breaking news or publicity, and discuss college activities and events.

Guidelines - The following guidelines apply to all College-related social networking:

- a. Employees cannot post any confidential or legally protected information about the College, students, employees, alumni, or other partners. Employees must follow the applicable federal requirements, such as FERPA and HIPPA, as well as NJCAA regulations.
- b. Only authorized employees can prepare and modify content for Iowa Central Community College social networking sites. Content must be relevant, add value, and meet at least one of the specified outcomes of the program, department, division, and/or college.
- c. Employees cannot post content that might be embarrassing to an individual or that might reflect negatively on an individual or that reflects negatively on the Iowa Central Community College.
- d. Employees cannot upload, post, transmit, share, store or otherwise make publicly available:
 - (1) personally identifiable information, including information relating to students, faculty, staff, or any individual not affiliated with the College, unless you have express permission from the person being identified;
 - (2) private information, including but not limited to social security numbers, student IDs, student records, addresses, or phone numbers (other than authorized business contact information);
 - (3) content that could create a security risk for the College, including but not limited to images of child-care facilities and information technology facilities;
 - (4) content depicting a dangerous activity;
 - (5) content depicting someone getting hurt, attacked or humiliated, or which might be considered discriminatory, racist, bigoted or demeaning, or which depicts activity that is, or may be perceived, to be illegal (e.g. drug use), or content that otherwise misrepresents the College; and/or;
 - (6) content that might cause someone to believe that his/her name, image, likeness or other identifying aspect of his/her identity is being used for commercial purposes without permission.
- e. Copyrighted information for which written reprint permission has not been obtained in advance cannot be posted on Iowa Central sites.
- f. Divisions, departments, and programs are responsible for ensuring all blogging and social networking information complies with Iowa Central's written policies. The Director of Public Information is authorized to remove any content that does not meet the rules and guidelines of this policy or that may be illegal harassing. Removal of such content will be done without permission of the blogger or

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	<p>advance warning.</p> <p>g. Divisions, departments, and programs cannot use social media sites to collect personal information about users. Terms and conditions of use on social media sites, as well as state and federal laws, impose significant requirements and restrictions on the collection of personal information. In the case of minors, significant additional penalties can apply to violations.</p>
2	<p>Social Networking: Blogging or other forms of social media or technology include but are not limited to video or wiki postings; sites such as MySpace, Facebook and Twitter; chat rooms; personal blogs; or other similar forms of online journals, diaries, or personal newsletters not affiliated with Iowa Central Community College.</p> <p>Guidelines - The following guidelines apply to all non-college-related social networking:</p> <p>a. Iowa Central Community College respects the right of employees to create blogs and use social networking sites. Iowa Central does not want to discourage employee's self-expression and does not discriminate against employees who use these media for personal interests, affiliations, or other lawful purposes.</p> <p>b. The College encourages employees to try to add value and provide worthwhile information and perspective. Iowa Central is best represented by its employees, and what they publish may reflect on the College.</p> <p>c. If contacted by the media or press about posts that relate to Iowa Central Community College, employees are required to speak with the Director of Public Information before responding.</p> <p>d. Bloggers and commenters are personally responsible for their commentary on blogs and social networking sites. Bloggers and commenters can be held personally liable for commentary that is considered defamatory, obscene, proprietary, or libelous by any offended party.</p> <p>e. An individual is expected to provide a clear distinction between him/herself as the individual and him/herself as an employee. If an individual chooses to identify him/herself as an Iowa Central Community College employee, the employee must understand that some readers may view him/her as a spokesperson for the College. Because of this possibility, the College asks that individuals state that his/her views expressed in a blog or social networking areas are his/her own and not those of the College. If an individual identifies him/herself as an Iowa Central employee, he/she must use a disclaimer such as this example: "The postings on this site are my own and don't necessarily represent Iowa Central Community College's positions, strategies, or opinions."</p> <p>f. Employees must comply with the College's Technology Use Policy.</p> <p>g. Employees shall not use blogs or social networking sites to harass, threaten, discriminate, or disparage employees, students, or anyone associated with Iowa Central Community College.</p> <p>h. Employees shall not use Iowa Central's name, logo, website address, email address, or other Iowa Central images to promote a product, cause, or political party or candidate.</p> <p>i. Employees should be guided by applicable laws, College policies, and sound professional judgment when using social media.</p>