

## Halifax Community College Social Media Policy

Halifax Community College may establish official College social media networking sites to facilitate information sharing and collaboration. Social media communications tools may be used for official College business such as marketing to potential students; communicating with prospective and current students, alumni, and employees; educating the public about the College and its mission, programs and events; and for emergency communications.

### Procedures:

1. Social networking sites created by College Community Members shall follow the same general guidelines as those for creators of web pages. Some social networking sites are used for official College business, while others are personal sites reflecting College Community Members' opinions and viewpoints. Examples of social networking sites and services, used both professionally and personally, include but are not limited to blogs, forums, Facebook, Twitter, LinkedIn, Flickr and YouTube.
2. Information published on social networking sites shall comply with all existing College policies.
3. Social media activities shall not interfere with an employee's or independent contractor's work commitments. Employees and independent contractors who access social networking sites and services on non-working time with their own personal computing equipment should do so in a responsible and professional manner.
4. College Community Members' online presence reflects the College's image. Information posted online shall remain professional in nature and shall be conducted in accordance with the College's communications policy, practices and expectations. College Community Members are not permitted to use the College's name or official logos, graphics, or information or to state or imply any official association with the College in any sites created outside the College's resources without the prior written consent of the Director of Marketing and Public Information; provided, however, College Community Members may factually state their association with the College as an employee (staff member or faculty member), independent contractor, or student, as appropriate, without the prior written consent of the Director of Marketing and Public Information. Neither should College Community Members claim or imply that they are speaking on behalf of the College. Any social media operated under the College's sponsorship is subject to collection and preservation policies of the state. Information posted on personal social media sites that identifies an affiliation with the College must have a disclaimer that views expressed are those of the author and do not represent the views of the College. The College reserves the right to request that College Community Members avoid certain subjects, withdraw certain posts, and remove inappropriate comments from any social media services and sites, and any other websites.
5. College Community Members must not use social media services or sites, or any other websites, to disparage the College or other College Community Members. They may not harass, bully or

intimidate others. Behaviors that constitute harassment and bullying include, but are not limited to, comments that are derogatory with respect to race, religion, gender, sexual orientation, color, or disability; sexually suggestive, humiliating, or demeaning comments; and threats to stalk, haze, or physically injure another College Community Member.

6. Social media are public spaces and any discussion of confidential College issues is prohibited.

7. Establishment of social media sites must follow the following guidelines.

a. The Marketing Department will establish and maintain the College's official social media sites. Other areas of the College desiring to establish departmental sites must obtain permission from the Director of Marketing and Public Information prior to creating social networking sites. Once approval has been given, the webmaster will register the account with the social networking service requested, record the username and password, and notify the requestor. Username and password may not be changed. The requestor will be responsible for maintaining the service and may contact the webmaster for assistance as needed. The webmaster will maintain account records in case content needs review or someone other than the original requestor assumes responsibility for the site.

b. When student organizations use College-sponsored social media for communication, the Director of Student Support Services will monitor the sites on a regular basis to ensure that all forms of communication are appropriate and do not portray the College in a negative or false way. If such information is found, the Director shall remove the communication.

8. College Community Members are personally and solely responsible for any legal liability arising from or relating to their use of social networking services and sites in violation of this Policy. Each College Community Member agrees to indemnify the College for any and all claims brought against the College arising from or related to such College Community Member's violation of this Policy.