



Operating Policy and Procedure

OP 16.002 Social Media Policy

DATE: May 17, 2023

PURPOSE: This policy is to establish the policy regarding creating and managing social media channels for communication on behalf of Kellogg Community College.

REVIEW: This OP will be reviewed by December 31 in odd-numbered years by the Chief Financial Officer (CFO) and Chief Information Officer (CIO), with revisions forwarded to the Board of Trustees through the President's Council by the Office of the President.

POLICY/PROCEDURE

1. General Policy

The purpose of creating and managing Kellogg Community College's official social media accounts, pages, groups, or other social media apparatuses (collectively referenced as "accounts") is to facilitate communication between the College and its various audiences. Employees and students using the official College social media apparatus are speaking on behalf of the College and must abide by each platform's relative Terms of Service; applicable local, state, and federal laws governing digital communications, social media usage, and copyright law; and any applicable College policies regarding employee communications (if employees) and relevant codes of conduct. Official College social media accounts may be created only with the approval of KCC's Marketing and Communications Department and may be managed only by KCC employees or students under the direct supervision of KCC employees.

2. Scope

This policy applies to all employees and students at Kellogg Community College who create and/or manage an official KCC social media account. As registered student organizations (RSOs) are not official representatives of the College, RSO accounts are governed under the Student Code of Conduct and RSO guidelines and do not fall under the scope of this policy.

3. Definitions

- a. **Official Social Media.** The term "official social media" as it relates to College communications refers broadly to any digital platform, tool, or application used by KCC employees to communicate publicly with audiences on behalf of the College. This includes, but is not limited to, traditional social media platforms like Facebook, Instagram, and Twitter; messaging apps like Facebook Messenger, Skype, Snapchat, and WhatsApp; photo and video sharing platforms like Flickr, TikTok, Vimeo, and YouTube; blogging platforms like Blogger, Medium, Tumblr, and WordPress; and so on. To the extent permitted by the social media platform, official College social media accounts must include language in the

profile/about sections (or similar) indicating the platform is an “official account of Kellogg Community College.”

- b. Email. Email does not fall under the College’s definition of social media in this capacity and is not governed by this policy.
- c. KCC Website. The KCC website and internal web properties, including the Bruin Portal and content created via Microsoft 365, do not fall under the College’s definition of social media in this capacity and are not governed by this policy.
- d. Personal Accounts. Personal student or fan-created accounts do not fall under the College’s definition of official KCC social media in this capacity and are not governed by this policy except where dictated by laws regarding copyright and fair-use limitations.
- e. Registered Student Organizations. Registered student organization accounts, as accounts managed by officially recognized KCC organizations, fall under the purview of this policy to the extent permitted by law. However, this policy does not limit any rights of speech or expression that such registered student organizations may otherwise have. do not fall under the College’s definition of official KCC social media in this capacity and are not governed by this policy except where laws regarding copyright and fair-use limitations dictate.

4. Creating KCC Social Media

- a. All official KCC social media accounts must be approved by KCC’s Marketing and Communication Department prior to their creation. Employees or students interested in creating a new College social media account must contact the Marketing and Communications Department before creating an account.
- b. Approved social media accounts must have clear goals, a clear target audience or audiences, and a clear strategy for consistently managing the account, including a dedicated account administrator who is a KCC employee.
- c. A representative from the Marketing and Communications Department must have administrative access to any official College social media account.

5. Managing KCC Social Media

- a. All KCC social media accounts must abide by the College’s Social Media Policy and accompanying Social Media Process and Procedures guidelines as directed by the College’s Marketing and Communications Department.
- b. As institutional representatives of KCC, social media administrators must use care only to distribute social media content that is representative of the College’s overall mission and brand. Social media content posted to College channels must be relevant, accurate and adhere to all applicable local, state, and federal laws – including copyright law – and relevant KCC employee policies. Social media content may not include illegal content; harassment or personal attacks toward individuals or groups; slurs or abusive or profane/vulgar language; threats; sensitive information (e.g., information that threatens public safety) or confidential information (e.g., intellectual property, private information protected by law, etc.); or commercial promotions not officially approved by KCC.

- c. Official College social media accounts must be managed at least in a supervisory capacity by KCC employees; no student or student employee may be the sole primary administrator of any official College social media account. Students or student employees may manage official College accounts under the direct, regular supervision of their KCC employee supervisor.
- d. Social media managers of College channels agree to post at least once per week on their platform(s) and check their account(s) at least once daily to monitor engagement and answer pending messages. In monitoring engagement, a social media manager may not publish and may remove an engagement that is off topic; spam; illegal, or that includes harassment or personal attacks toward individuals or groups, slurs or abusive or profane/vulgar language; threats; sensitive information (e.g., information that threatens public safety) or confidential information (e.g., intellectual property, private information protected by law, etc.); or commercial promotions not officially approved by KCC.

6. Roles and Responsibilities

KCC's Marketing and Communications Department oversees the overall administration of all official College social media accounts and reserves the right to edit or delete content, administrative rights, and accounts that do not adhere to the College's policies or guidelines.

7. Persons/Departments Affected

Any KCC employees or students creating or managing KCC social media accounts on behalf of the College.

8. Additional Forms and Documents

KCC employees or students managing official College social media accounts must adhere to the Marketing and Communications Department's Social Media Process and Procedures guidelines; the Terms of Service for any social media platforms managed by the employee; applicable local, state, and federal laws governing digital communications, social media usage and copyright law; and any applicable College policies regarding employee communications and relevant codes of conduct.

- 9. Right to Change Policy.** The College reserves the right to interpret, change, modify, amend, or rescind this policy, in whole or in part, at any time, without prior notice.

10. Approval Date: May 17, 2023

- 11. Past Revisions:** Policy initially established and approved by Board of Trustees on May 17, 2023.