



Operating Policy and Procedure

OP 16.002 Social Media Policy

DATE: March 23, 2023

PURPOSE: The purpose of this Operating Policy/Procedure (OP) is to establish the policy regarding the creation and management of social media channels for communication on behalf of Kellogg Community College.

REVIEW: This OP will be reviewed annually by the Marketing and Communications Department with revisions forwarded to the Board of Trustees through President's Council by the Office of the President.

POLICY/PROCEDURE

1. General Policy

The purpose of creating and managing Kellogg Community College 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 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 and 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* does not fall under the College's definition of social media in this capacity and is not governed by this policy.

c. 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 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 organization 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.

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 to check their account(s) at least once per day to monitor engagement and answer pending messages. In monitoring engagement, a social media manager may not publish, and may remove, 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.

7. 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 or consent.

8. Approval Date: XXXXX, 2023

9. Past Revisions

- a. This policy was initially drafted in August 2017.
- b. This policy was most recently revised in March 2023.