



<b>Policy Category:</b>	Administrative Policy
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## **Hocking College Social Media Policy**

The purpose of the Hocking College Social Media Policy is to provide users with reasonable expectations for engagement on social media platforms and to ensure the benefits and risks of the engagement are in balance with the College's image and reputation.

Social media platforms are communication tools. Social media users at Hocking College build and engage with audiences in an interesting, engaging, honest, and relevant manner.

The goal of the College's social media policy is to carefully help employees utilize chosen social media platforms in a legal, ethical, efficient and effective manner.

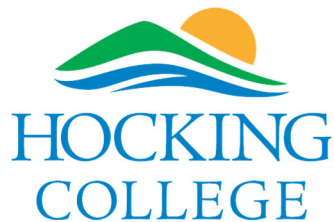
For the purpose of this social media policy references to, "College social media accounts" includes, but is not limited to, departmental, divisional and unit accounts.

The performance expectations outlined in this social media policy are subject to the procedures for review and disciplinary action if not met.

## **Use of Hocking College Likeness**

The phrase Hocking College and the College's logos are registered trademarks, referred to in this policy as "likeness." The Hocking College name nor logo may be edited in terms of content or color. The Office of Marketing, Public and Community Relations must approve the use of the Hocking College name, logo, avatars and other visual identifiers on all social media accounts and are not to be used on personal accounts.

To foster brand awareness and build reputation, student organizations creating social media accounts of their own are representative of that student organization alone and are not monitored,



controlled or protected by Hocking College and must be communicated as such with the appropriate language. Student organizations may not use “Hocking College” at the beginning of the group or page name. “[Group-name] at Hocking College” is the preferred style. When identifying the College in the group or page name, the full name, Hocking College, must be used.

Information on brand standards may be clarified by contacting the Office of Marketing, Public and Community Relations.

## **Applicable Guidelines and Policies**

Each post on a Hocking College social media site is representative of Hocking College. Publication, engagement, and commentary on social media carry the same obligations as any other kind of publication or commentary at Hocking College. Users must comply with:

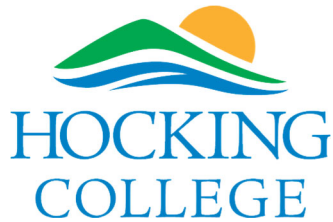
- The brand standards detailed in Hocking College’s Brand Identity Manual.
- The employee standards outlined in the Hocking College Employee Handbook and, specifically those related directly to the competence, performance and conduct of employees. Student workers are also held to the standards of the Employee Handbook.
- All local, state and federal laws, including but not limited to: the Family Educational Rights and Privacy Act (FERPA), the Federal Trade Commission Act, the Health Insurance Portability and Accountability Act (HIPPA), U.S. copyright law and the National Labor Relations Act (NLRA).
- The Hocking College Information Services General Computing and Network Use Policies (Ref. Policy Number 2.3 - IT Security and Operational Policy)
- All policies and Terms of Service of the social media platform.

In addition, because social media users are engaging in public relations work, all users of Hocking College accounts must post content in a manner that is honest, accurate and complete. Users must avoid actions and circumstances that create a conflict between personal and professional interests, and promptly disclose any existing or potential conflict of interest.

Hocking College reserves the right to delete postings or block users that it deems to be libelous, slanderous, unlawful, obscene, hateful, soliciting, threatening, abusive, harassing, or infringing on another’s rights, including but not limited to intellectual property, privacy, or publicity rights. Comments deemed to be off-topic, repetitive or found to be promotional of external organizations are subject to removal.

## **Responsibilities of Employees with Personal Accounts**

Hocking College recognizes values employees’ rights to speak freely on their personal social media accounts. The following guidelines for activity on social media applies to both official



Hocking College accounts AND personal/private accounts or forums. Hocking College encourages employees to recognize a responsibility to conduct themselves professionally online.

Be advised of the following responsibilities:

- Hocking College's likeness (including names or nicknames) is not to be used in your social media account name, "about" section, or biography if you intend for your account to be personal.
- Employees are welcome to list their place of employment on social media accounts, but may not place official or unofficial iterations of Hocking College's likeness on their personal accounts without explicit permission from the Office of Marketing, Public and Community Relations. Permissions may include an invitation to share a logo or mark as part of a promotion. Some platforms, such as Facebook and LinkedIn, will automatically display a Hocking College mark if you identify the College as your employer; this linkage is acceptable.

If you discuss higher education on your personal social media accounts, blog or website, adhere to these policies by including a claim of individual reflection such as:

*"The views expressed on this [blog, page, Website, etc] are mine alone and do not necessarily reflect the views of Hocking College."*

## **Responsibilities Regarding Unofficial Social Media Accounts**

Employees engaging with social media accounts or forums other than official Hocking College Social Media Accounts may have some responsibilities due to their status as Hocking College employees. To be clear, there is no expectation that employees must actively monitor unofficial sites.

Examples of such accounts or forums could be a student- or community-initiated site, account or forum wherein users share information and opinion. If an issue or information pertaining to Hocking College's likeness or reputation, or the reputations of students, faculty or staff, arises, employees may have a responsibility to report the information to the Office of Marketing, Public and Community Relations.

Additionally, conduct that a reasonable person would find abusive, threatening, intimidating, or harassing should be reported. Employees who observe abusive, threatening, intimidating, or harassing behavior related to a member of the Hocking College community, have a responsibility to report such observations to the appropriate office at Hocking College.



Hocking College has a legal responsibility to respond to such behaviors that it knows or should have known about, and employee knowledge may constitute College knowledge. The College recognizes having an ethical responsibility to intervene in situations wherein abusive, threatening, intimidating, or harassing behavior is occurring.

While standards for assessing whether something is abusive, threatening, intimidating, or harassing behavior vary, the “reasonable person” standard is a good guideline. A “reasonable person” is a hypothetical one, having average or ordinary reason, judgment, care, and intelligence. The following question may help in the event you are unsure if a behavior is recognized as a violation against this section of the policy:

Does anything you read or observe on an unofficial site where College issues arise—as a reasonable person with average reason, judgment, care, and intelligence—cause you any concern?

If the answer is “yes,” “maybe,” or “I don’t know,” take a screenshot (Using software similar to [www.take-a-screenshot.org/](http://www.take-a-screenshot.org/)) of the questionable material and report the incident. If the issue pertains to an employee, please notify the Director of Human Resources. If the issue involves a student, please notify the Dean of Students. Please CC [marketing@hocking.edu](mailto:marketing@hocking.edu) on all notifications of such emails.

Once a report is received, a process of fact-finding will start. The goal of fact-finding is to better understand the context and content of the reported posting to determine whether it warrants a College response.