Delgado COMMUNITY COLLEGE

POLICY No. AD-008

DEPARTMENTAL/INTERNAL POLICY AND PROCEDURE

TITLE: **Social Media**

EFFECTIVE DATE: February 10, 2022

CATEGORY: Social Media

RESPONSIBLE DEPARTMENT: Office of Communications, Marketing, and Public Relations

CANCELLATION: None

PROCEDURES & SPECIFIC INFORMATION

1. **Purpose**

To publish the College's policy regarding the use of all social media by Delgado Community College and its employees.

2. **Scope and Applicability**

This policy and procedures apply to Delgado employees authorized to manage Delgado's social media platforms and Delgado employees who have personal social media accounts.

3. **Definition and Rationale**

In accordance with Louisiana Community and Technical Colleges (LCTC) System Policy #6.042, Social Media Use, social media is defined as a social instrument of communication. The term 'social media' is used to describe a variety of web-based programs, applications and technologies that enable people to socially interact with one another online.

LCTC System Policy #6.042 acknowledges that social media has become a platform that is easily accessible to anyone with Internet access. The platforms are inexpensive and widely used by numerous industries to market their products, share information, build brand awareness, and improve customer service. By using social media, Delgado Community College can promote the College year-round, recruit new students, interact with current students, disseminate important information such as site closures, stay in touch with alumni as well as the surrounding communities.

4. **Initial Approval of Delgado Social Media Sites**

A. Prior to be established, all social media accounts using the Delgado name must be approved by the Chancellor's designated office, the Office of Communications, Marketing and Public Relations.

B. Each Delgado social media account must include an introductory statement that clearly and permanently identifies the purpose of the site and must link back to the Delgado Community College website. Additionally, the social media account must also clearly indicate who maintains the site, along with contact information.

5. **Code of Conduct for Employees Authorized to Manage Delgado Social Media Sites**

A. As with all of Delgado's network and Internet access, social media use while on the job is limited and subject to monitoring. Only authorized employees will be given administrator access to any official Delgado social media accounts. Thus, employees authorized to manage any official Delgado social media account should use the Delgado and LCTC System social media profile and not their personal social media profile when posting messages on behalf of Delgado or the LCTC System.

B. In accordance with Louisiana Community and Technical Colleges (LCTC) System Policy #6.042, Social Media Use, the following guidelines must be followed when managing any Delgado social media account:

1. The individual must conduct themselves in a manner that will reflect favorably on yourself, Delgado, and the LCTC System.
2. In accordance with Delgado's External Public Relations policy and LCTC System Policy #6.027 Internal and External Communications policy, if the individual is not authorized to speak on behalf of Delgado or the LCTC System (meaning not part of the Office of Communications, Marketing, and Public Relations or an assigned designee), all inquiries must be directed to the appropriate authorized individual or designee.
3. The individual should not post complaints or concerns about their job or work environment on Delgado's social media sites.
4. The individual must not disclose confidential information, non-public strategies, personnel information, or student records.
5. No copyrighted content (such as text, video, graphics, or sound files) may be posted without written permission from the holder of the copyright. Information that is widely available to the public (such as text, photographs, or other material posted on the Internet) may be subject to copyright restrictions.
6. The individual must comply with the posting guidelines and terms of use for any social media site they post content on for Delgado or the LCTC System.
7. Deceptive or misleading claims about Delgado or the LCTC System are not permissible.
8. The individual may not engage in any communication that is defamatory or infringes upon the intellectual property or privacy and publicity rights of others.

9. No post such as photos or videos without written permission from the person who owns the photo or video, as well as any persons depicted in the photo or video, are allowed
10. Posts or comments that have the purpose or effect of creating an intimidating or hostile environment, including telling lies or spreading rumors about the Delgado, the LCTC System, its colleges, personnel, or students, are not allowed.
11. All employees of the College are expected to always conduct themselves in a professional manner and must meet the requirements of the LCTC System Code of Conduct policy. Behavior on social media that is incompatible with the mission and goals of the College will not be tolerated.
12. No content containing any of the following is allowed in any circumstance:

    a. Abusive or profane language or content,
    b. Content that promotes, fosters, or perpetuates discrimination on the basis of race, creed, color, age, religion, gender, marital status, physical or mental disability or sexual orientation.
    c. Links to sexual content, solicitations, information that may endanger the safety of the public or content containing confidential information.

    Likewise, Delgado designees managing social media sites may not allow posts from visitors who violate this policy to remain on official Delgado social media sites. Such posts must be removed as soon as they are discovered. If a social media manager allows offensive material to remain visible to the public for more than 24 hours, the right to manage the account may be revoked, and/or the account may be closed.

13. Noncompliant comments must be removed upon discovery by authorized Delgado employees.

14. While most conversations on social media sites are generally informal, all communications should be posted in a professional manner.

6. Expectations for Delgado Employees Who Maintain Personal Social Media Sites

The LCTC System and Delgado are aware that employees have social media accounts to maintain contact as well as share information with family, friends, and the general public. Employees also may use their personal social media site to express their personal ideas and opinions.

Employees are expected to not use social media, public or personal, to report or comment on job complaints. The LCTC System and Delgado encourage employees to direct complaints or concerns about their job or work environment to their supervisor or the Office of Human Resources.

In accordance with Louisiana Community and Technical Colleges (LCTC) System Policy #6.042, Social Media Use, Delgado and the LCTC System reserve the right to impose disciplinary measures, up to and including termination of employment, when Delgado or LCTCS employees violate this policy. In appropriate cases, unlawful conduct such as threats may be reported to local law enforcement authorities.

To avoid confusion between personal social media sites and approved Delgado or LCTC System socialmedia sites, Delgado has established the following requirements relevant to employees maintaining personal social media sites:

1. The Delgado or LCTC System logo must not be used on an employee's personal social media sites.
2. The Delgado or LCTC System names must not be used to promote or endorse products, causes, political partiesor a political candidate.
3. Delgado or LCTC System emails or contact information must not be used for public postings.
4. Employees are expected to be mindful of policies and procedures relating to confidentiality and to use good judgement when making comments about Delgado or the LCTC System.
5. Delgado and the LCTC System discourage employees from mixing Delgado or LCTC System related business and personal comments.
6. Employees are not to use disparaging, discriminatory, or profane comments on personal social mediaposts when making comments about Delgado, the LCTC System or its colleges, personnel, students, or mission.
7. Employees are expected not to use social media to harass, threaten, insult, defame, or bully any other person or entity.
8. Employee are expected not to post or store content that is obscene, pornographic, defamatory, racist, violent,harassing, threatening, bullying or otherwise objectionable or injurious.
9. Employees must not disclose confidential Delgado or LCTC System information, non-public strategies, personnel or confidential information of any nature, or student records.

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Attachments:

Office of Communications, Marketing, and Public Relations:
Guidelines for Becoming an Officially Recognized Delgado Social Media Site/ Guidelines for Delgado Social Media Sites/ and Guidelines for Facebook Posting

Policy Reference:

LCTC System Policy #6.042, Social Media Use
LCTC System Policy #6.025, Code of Conduct policy
LCTC System Policy #6.027 Internal and External Communications
Delgado Policy and Procedures Memorandum, External Public Relations

Reviewed by: Ad Hoc Committee on Social Media Policy 11/9/2021
Assistant Vice Chancellor for Human Resources 11/15/2021

Approval: Vice Chancellor for Workforce and Institutional Advancement 2/10/2022