



**Policy No: 3010**

**Title of Policy:** BCCC Social Media Policy

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Applies to (check all that apply):

Faculty\_\_\_ Staff \_\_\_ Students\_\_\_  
Division/Department\_\_\_ College X

**Topic/Issue:**

Multi-media and social media sites such as Facebook, Twitter, YouTube, Instagram, Wiki, Snapchat, and LinkedIn have become powerful tools used by both the College and students to communicate with each other, mediate the institutional voice, and enhance the brand and reputation of Baltimore City Community College (BCCC).

**Background to Issue/Rationale for Policy:**

To ensure that all social media contributions and content made by the College or members of its community conform to the terms of this policy.

**State/Federal Regulations Requirements (cite if applicable):**

- “Institutions of Postsecondary Education – Personal Electronic Account – Privacy Protection” (MD Senate Bill 210/House Bill 934)
- Family Educational Rights and Privacy Act of 1974 (FERPA)
- National Junior College Athletic Association (NJCAA)

**Related College Policies:**

- IT Security Policy
- Telecommunication Use Policy
- Student Computer Use and Internet Access
- College Advertising Policy
- Faculty/Staff Computer Use and Internet Access Policy

**Policy Language and Related Procedures:**

It is the policy of Baltimore City Community College (BCCC) to encourage the appropriate use of social media networks (e.g. Facebook, Twitter, YouTube, Instagram, LinkedIn, etc.) to expand opportunities between students and the College to communicate with each other, provide a safe, inviting and familiar social media space for the interaction of all members of the College community, and enhance the brand and reputation of the College. Moderators of official BCCC social media pages are responsible for ensuring compliance with this policy, including the responsibility to 1) protect confidential and proprietary information in compliance with FERPA and NJCAA regulations and College privacy and confidentiality policies; 2) respect copyright, fair use, related College policies and procedures, and plagiarism standards; 3) obey the Terms of Service of any social media platform employed; and 4) share the login information and passwords for all social media sites created.

Any use of the BCCC or BCCC Panthers name or logo for branding or titling of pages, blogs, or other similar elements of social media, must be approved in writing by the Director of Marketing

and Communications prior to use. This policy should not be construed, however, to limit free expression. The policy shall not limit the ability of members of the BCCC community from using the name of the College (“Baltimore City Community College” or “BCCC”) to identify themselves in profiles, discuss matters relating to BCCC, or other similar uses.

Social media postings should not disclose any information that is confidential or proprietary to the College, its stakeholders (e.g. students, faculty, staff, partners, etc.) or to any third party that has disclosed information to BCCC.

**Implementation Date:** Upon Board Approval

**Originator/Division:** Institutional Advancement, Marketing and Research (IAMR)

**Approved by Board of Trustees:** March 30, 2017

***\*This policy, once approved by the Board of Trustees, supersedes all other policies.***

*[This policy and its related procedures are based on current social media policies listed on the public websites of the University of Maryland School of Medicine; Holy Trinity Catholic Church, Washington, D.C.; Best Buy; California State University-East Bay; Ball State University (Ind.); Cisco, and the Associated Press]*