



Title of Procedure: BCCC Social Media Policy Procedure

Applies to (check all that apply):

Faculty___ Staff ___ Students___
Division/Department___ College

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 use of social media networks such as Facebook, Twitter, YouTube, Instagram, LinkedIn and all others, 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.

This Social Media Policy applies to all online and mobile platforms— including multi-media, social networking sites, blogs and wikis for professional use— for sharing content and information, controlled by BCCC or hosted by others, on which members of the College community engage in discussions or activities relating to BCCC, the Business and Continuing Education Division (BCED), and affiliated academic, student, athletic and training programs and sites.

This policy covers members of full-time and adjunct faculty and full- and part-time employees of the College, its contractors and students. The policy does not apply to the personal social media sites of faculty, employees, contractors, and students although communication on such sites by persons identified as having an affiliation with the College should be handled judiciously.

Please be aware that violation of this policy may result in disciplinary action up to and including termination. Common sense is the best guide if you decide to post information in any way relating to BCCC. If you are unsure about any particular posting, please contact the Director of Marketing and Communications (“the Director”) for guidance.

Social media sites representing any facet of BCCC in an official manner should be reported to and shall be coordinated by the Director, who shall devise and maintain official login access to and administrative control for the College on all such sites. This is also to ensure maximum exposure for these sites, ensure that sites adhere to College branding standards and the institutional voice, and maximize collaboration between all parties representing the College in the social media space.

1. **Core values.** In areas where this policy does not provide a direct answer to how members of the College community should handle their social media questions, members should use their best judgment and take the most thoughtful and prudent action possible, bearing in mind the need of BCCC and each member to preserve accountability in all discussions or activities relating to the College, the use of its name and/or logo(s) in all social media, and the spirit of our Core Values.

- **Be mindful** – a community post or blog is often visible to the entire world, and can be shared by others in ways you cannot control. Remember that what you write is public, and will remain public for a very long time (perhaps permanently).

- **Be respectful** – BCCC is an open and accessible community of higher education that encourages free expression and values civil debate. If you disagree with others, do so with civility. Respect your audience, express your views with appropriate language, and be respectful of the College and its Core Values.

- **Respect the privacy of others** – do not publish the personal information of others in the community without their permission or, in the case of children under 13, written permission of their parents. This is particularly important in BCCC programs which engage school-age children, in which some parents do not wish their children’s personal information and images to be shared online.

2. **Use of Official Name and Logo.** 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 prior to use. Requests for prior consent to use such names or logos should be made to the Director. Permission to use the College name or logo, or that of any of its entities, may be revoked at any time at the sole discretion of BCCC. 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.

3. **Duties of Owners and Moderators.** Moderators of official BCCC social media pages are responsible for ensuring compliance with this policy, including the responsibility to:

- Protect confidential and proprietary information: Do not post confidential or proprietary information about BCCC, its students, employees, or alumni. Employees must still follow applicable federal requirements such as FERPA and HIPAA, as well as NJCAA regulations. Adhere to all applicable College privacy and confidentiality policies. Employees who share confidential information do so at the risk of disciplinary action including termination.
 - Respect copyright; fair use; the College's Student Computer Use and Internet Access policy and procedure; and plagiarism standards: When posting, be mindful of the copyright and intellectual property rights of others and of the College.
 - Terms of service: Obey the Terms of Service of any social media platform employed.
 - Creation of new account: Anyone wishing to create a new social media account on behalf of the College or any of its units must fill out the social media account request form and the Director or designee as an administrator.
 - Login information: To assure the College's ability, as well as the responsibility, to appropriately monitor social media, the login information and passwords for all social media sites created by any college unit must be sent to the Director or designee.
4. **Privacy.** BCCC employees should be mindful that any opinions or personal information they disclose about themselves or colleagues may be linked to the College's name. That's true even if employees restrict their pages to viewing only by friends. Take the time to customize your privacy settings on Facebook and other social media channels to determine what you share and with whom. Remember: Shares, retweets and similar copying by others means you can no longer expect any of your content to remain truly private in social media.
5. **Personal Use of Social Media.** Faculty and staff's internet postings on BCCC sites should not disclose any information that is confidential or proprietary to the College. If you comment on any aspect of the College's business or any policy issue in which BCCC is involved and in which you have responsibility, you must clearly identify yourself as a BCCC employee or member of faculty in your postings or blog site(s). Your Internet posting should reflect your personal point of view, not necessarily the point of view of BCCC. Because you are legally responsible for your postings, you may be subject to liability if your posts are found defamatory, harassing, or in violation of any other applicable law. You may also be liable if you make postings which include confidential or copyrighted information (music, videos, text, etc.) belonging to third parties. All of the above mentioned postings are prohibited under this policy.
6. **Additional Information.** Contact the Director of Marketing and Communications for additional assistance.

Implementation Date: Upon Board Approval

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

Approved by Board of Trustees: March 30, 2017

****This procedure, once approved by the Board of Trustees, supersedes all other procedures.***

[This procedure and its related policy is 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]