Riverland
COMMUNITY COLLEGE

Policy Series #: 4000 – Human Resources
Policy Manager: Celeste Ruble
Social Media Policy for Employees

PURPOSE: The following is Riverland Community College's Social Media and Social Networking Policy. This policy covers employees and contractors while at work, while using company communications devices, in accordance with the **Appropriate Use of Electronic Communication and Technology** policy 1000 and at any time the individual can be understood as officially representing Riverland Community College.

This policy does not apply to content on students' or faculty members' personal sites. Official social networking and social media sites should be reported to the Communications department to ensure maximum exposure, cross-linking and collaboration with related projects.

The lack of explicit reference to a specific site does not limit the extent of the application of this policy. Please consult with Riverland's Communications Director if you have questions.

In reference to other blogs, personal, business or media sites please note that in most cases Riverland discourages commenting to criticism of Riverland Community College or its personnel. Comment merely feeds more discussion. If negative comments about Riverland appear on a social media platform, please call or forward the link to the Director of Communications. If a response is needed from the college, the Director of Communications will work with college officials on the appropriate response. In all other cases, we will encourage personal interaction outside of the Internet in a way that does not fuel further comments and discussion online.

APPLICABILITY: *(policy language)*
Employees and student workers who administer Riverland social media sites or contribute content to them as representatives of Riverland Community College should:

- Protect and enhance the value of the Riverland Community College brand; avoid making derogatory comments about students, faculty or employees; and protect confidential information.
- Be honest about your affiliation with Riverland. Your honesty will be noted in the Social Media environment. If you have a vested interest in what you are discussing, be the first to say so.
- Be helpful. Offering advice in your area of expertise will provide value to the online community.
- Feel free to provide unique, individual perspectives on non-confidential activities at Riverland.
- Use the Riverland logos as advised, and to the extent possible conform to the overall
- Riverland Style Guide (add link once approved).
- Respond promptly to questions/comments when reasonably possible (within 24 hrs).
- Remember that your readers include current students, potential students, alumni and parents, as well as current/past/future employees. Consider all audiences before you publish and make sure you aren't alienating any of them.
- Respect copyright laws, and reference or cite sources appropriately.
- Remember all other Riverland policies apply.

Employees commenting on other social media sites (not created by Riverland) should:

- Follow all applicable Riverland policies. For example, you must not share confidential or proprietary information about Riverland and you must maintain student privacy.
- Write in the first person. Where your connection to Riverland is apparent, make it clear that you are speaking for yourself and not on behalf of Riverland. In those circumstances, you may want to include this disclaimer: "The views expressed on this [blog; website] are my own and do not reflect the views of my employer." Consider adding this language in an "About me" section of your blog or social networking profile. Do not make statements identifying yourself as a Riverland employee without first discussing your comment/statement with the Director of Communications.
- Be sure to follow Riverland Media Procedures prior to making public statements.
- Use a personal email address (not your Riverland.edu address) as your primary means of identification. Just as you would not use Riverland stationery for a letter to the editor with your personal views, do not use your Riverland email address for personal views.
- If your blog, posting or other online activities are inconsistent with, or would negatively impact Riverland Community College's reputation or brand, you should not refer to Riverland, or identify your connection to Riverland.
- **Be respectful and professional to fellow employees, business partners, competitors and students. Avoid using unprofessional online personas.**
- **Ensure that your blogging and social networking activity does not interfere with your work commitments. Appropriate Use of Electronic Communication and Technology**
- **Ask the Director of Communications if you have any questions about what is appropriate to include in your blog or social networking profile.** As a general rule, if you wouldn't want your manager or others at Riverland to see your comments, it is unwise to post them to the Internet.

DEFINITIONS: n/a

DOES THIS POLICY HAVE A PROCEDURE? *NO*

LIST RELATED POLICIES, PROCEDURES OR PLANS HERE:

- **Riverland Media Procedures**
- **Acceptable Use of Computers and Information Technology Resources**
- **Data Privacy (Employees)**
- **Data Privacy (Students)**
- **Student Directory Information Available to the Public**
- **Employee Code of Conduct**
- **General Harassment**
- **Nondiscrimination**