2108 – Social Media

The College recognizes the growth and use of social media platforms in our culture. This procedure is designed to meet the needs of instructors and staff to promote responsible engagement in education, innovation and dialogue in their courses, programs, activities and recruitment using social media platforms.

Whether or not Barton faculty and staff choose to create or participate in social media or any other form of online publishing or discussion is the Barton faculty and staff decision.

The use of social media that represents the College is seen as a key element in Barton's brand strategy. Procedures involving the use of the College's logo (2106), the College's computing system (2111), and the Employee Conduct and Discipline (2450) apply as well.

1. All social media accounts representing Barton Community College will be reported to the Public Relations and Marketing Department, which will be given full administrator privileges to said accounts or pages, and reserves the right to eliminate a page or account that is inappropriate, ineffective or has not lived up to expectations placed on such pages, such as post frequency or nature of content outlined in the best use guidelines.
2. Any individual or department wishing to start a social media page or account representing the college must first consult the Public Relations and Marketing Department, which will determine if a page or account is necessary. The priority is to keep accounts and pages to a minimum, with content served primarily from the college's main pages and accounts.
3. The views and information expressed in staff or student social media activities do not constitute official college information. However, Barton employees should be mindful that their posts can have consequences, just as they would in any public space. Further, inappropriate postings that may include discriminatory remarks, harassment and threats of violence or similar inappropriate or unlawful conduct will not be tolerated. In such situations, Employee Conduct and Discipline (2450) applies.
4. Barton personnel are personally responsible for the content they publish online. Students, faculty and staff are expected to follow the same rules for good behavior and respectful conduct online as offline. Misuse of social media can result in disciplinary action. Barton Community College makes a reasonable effort to ensure students' safety and security online, but will not be held accountable for any harm or damages that result from misuse of social media technologies.

5. Personnel will identify themselves by name and, when relevant, their role at Barton Community College when they are discussing Barton or Barton-related matters. Personnel must make it clear that they are speaking for themselves and not on behalf of Barton Community College.
6. If content is published to any website outside of Barton Community College and it has something to do with the College a disclaimer will be used such as, "The postings on this site are my own and don't necessarily represent Barton Community College's positions, strategies or opinions."
7. Employees shall respect copyright, fair use and financial disclosure laws.
8. Web content is by definition public information and as such, no Barton Community College proprietary information, student information, confidential information or personally identifying information shall be published at any time.
9. Students, faculty, and staff will adhere to the terms and conditions of social media platforms.
10. For those social networking sites that require an “official representative” of the college, that representative shall be determined by the Director of Public Relations and Marketing. Students, faculty, or staff cannot misrepresent themselves as social media site account managers.
11. Be respectful of others at all times.

Instructional use of social media

The College supports an instructor’s academic freedom (2520) which includes their use of social media in their courses. An instructor needs to outline their expectations in the syllabus for the course(s) using social media for instruction. The instructor does have the right to restrict edit or delete content posted by students and post such a disclaimer in the social media platform being used. The College's email system (and not social networking sites) must be used when communicating about an issue involving a specific student.

The Title III Instructional Specialist will be responsible for training instructors on educational use of social media.

Clubs and Student Organizations

If a club or student organization of the College uses a social media platform, the Faculty Advisor of the club/organization will be ultimately responsible for its content. They will not be responsible for links/ads/pages of a student’s individual profile connected to the official group site. Furthermore, student organizations utilizing Facebook should use a “group” rather than a “page”

unless an exception is granted by the Director of Public Relations and Marketing.

Contact(s): Director of Public Relations and Marketing

Related Form(s):

References:

Relevant Policy or Procedure(s): 1106 – College Communications

Approved by: President
Date: 1/26/15
Revision(s): 11/18/19 (minor revision); 10/6/21 (change)