2108 – Social Networking

The College recognizes the growth and use of social networking websites in our culture and the College's need to adapt to this changing landscape. 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 networking.

Whether or not Barton faculty and staff choose to create or participate in a blog, wiki, online social network or any other form of online publishing or discussion is his or her decision. However, emerging online collaboration platforms are fundamentally changing the way faculty and staff work and how they engage with each other, students and the public. The rapidly-growing phenomenon of user-generated web content such as blogging, social web-applications and social networking are emerging important arenas for engagement and learning.

The use of social media that represents the College is seen as an extension of the College's website, therefore, 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. Barton Community College does not monitor staff or student social networking content published independently of their work at Barton Community College. The views and information on such postings do not constitute official college information.
2. Barton personnel are personally responsible for the content they publish on blogs, wikis or any other form of user-generated media and to be mindful what they publish.
3. 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.
4. 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."
5. Respect copyright, fair use and financial disclosure laws.
6. Web content is by definition public information and as such no Barton Community College proprietary information, student information, confidential information or personally-identifying information will be published at any time.

7. Don't cite or reference clients, partners or suppliers without their approval. When making a reference, where possible link back to the source.
8. When possible and as information technology progresses, content will be published on college owned social networking systems (blogs, wiki's, etc.), and outside sites referred to those URLs.
9. Students, faculty, and staff will adhere to the terms and conditions of social networking sites.
10. For those social networking sites that require an "official representative" of the college, that representative shall be determined by the Vice-President of Instruction and Student Services or his/her designee. Students, faculty, or staff cannot misrepresent themselves as social networking site account managers.
11. Respect the audience. Don't use ethnic slurs, personal insults, obscenity, or engage in any conduct that would not be acceptable in a classroom. Show proper consideration for others' privacy and for topics that may be considered objectionable or inflammatory such as politics and religion.
12. Plagiarism on any academic endeavors at Barton Community College will not be tolerated.
13. All internal organizations of the College (Divisions, Departments, Programs, Clubs/Organizations) must report any official websites, social networking sites and/or groups to the Public Relations Department advising them of the name of the group or website, the web address and the facilitator of the website and/or social networking website.

Prioritizing strategies

1. Barton Community College website
2. Barton Community College internal social networking (blogs, wikis, etc.)
3. Outside social networking sites

   Currently, popular social networking websites include Facebook, Myspace, Flickr, YouTube. It would be important to have a presence at the popular websites, making sure that we have the personnel allocated to keep the Barton pages up-to-date. If we are going to allocate money and resources to advertising on the social networking sites, we would suggest Facebook and Myspace as a high priority.

Instructional use of social media

The College supports an instructor's academic freedom (2520) which includes their use of social networking in their courses. An instructor needs to outline their expectations in the syllabus for

the course(s) using social networking 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 networking 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 networking.

Clubs and Student Organizations

If a club or student organization of the College uses a social networking tool or website, the Faculty Advisor of the club/organization will be ultimately responsible for its content. They will not be responsible for links/ads/pages of students individual profile connected to the official group site.

Marketing and Recruitment

Any internal organization of the College (Division, Department, Program, Marketing, Admissions, etc) who wishes to use social networking must identify a person who will be the facilitator of that media. There are many types of social networking tools and websites available and the internal organization can choose which media form(s) they would use. However, whatever they choose, they need to have the human resources available to facilitate its use. A student may not be a sole administrator for official Barton social networking sites.

(Based on policy 1106; approved by President on 3/9/10)