



Policy: Social Media Policy

Effective Date: June 6, 2014

Revised: June 1, 2016

Responsible Department: Strategic Outreach

Purpose of Policy:

This policy applies to all use of social media by CLTCC employees (faculty and staff) and defines social media and related terms, communicates the social media goals of Central Louisiana Technical Community College (CLTCC), provides guidelines for employees authorized to manage CLTCC social media platforms and best-practice guidelines for CLTCC employees who have personal social media accounts.

CLTCC encourages employees to direct complaints or concerns about their job or work environment to supervisors or the Human Resources Department. Social media – public and personal sites – should not be utilized to report or comment on job complaints.

What is social media?

Social media is a social instrument of communication. It is primarily a term used to describe a variety of web-based platforms, applications and technologies that enable people to socially interact with one another online. Some examples of social media sites and applications include Facebook, Twitter, YouTube, LinkedIn, Pinterest, Google Plus, Instagram, Flickr and other sites that have content based on user participation and user-generated content.

Why use social media?

Social media has become a platform that is easily accessible to anyone with Internet access. The platforms are inexpensive and widely used by numerous industries to market their products, share information, build brand awareness and improve customer service. By using social media, CLTCC can promote the college year-round, recruit new students, interact with current students, and disseminate important information such as site closures.

CLTCC APPROVED SOCIAL MEDIA SITES

1. CLTCC currently uses four social media platforms – Facebook, Twitter, You Tube, and Instagram.
2. All CLTCC social media sites must be approved by the Strategic Outreach Coordinator, the Information Technology Department and the Chancellor prior to being established. For example, if a department feels CLTCC should have a social media account that it does not already have, the department head will need to complete a Social Media Request & Usage Form and explain why CLTCC should create the new social media account. Please email the form to marketing@cltcc.edu. The Strategic Outreach Coordinator will review the request with the Information Technology Department and the Chancellor.
3. All approved CLTCC social media sites will be managed by the Strategic Outreach Coordinator or assigned designees. Designees can be department employees or volunteers who have a full understanding of this policy and the technical expertise to manage CLTCC's social media sites.

4. Each CLTCC social media site shall include an introductory statement that clearly and permanently identifies the purpose of the site and should link back to CLTCC's Internet website (www.cltcc.edu).

Standard statements for social media sites:

- a. Central Louisiana Technical Community College (CLTCC) is a comprehensive public, two-year technical and community college with seven campuses.
 - b. CLTCC offers associate degrees, technical diplomas, industry certificates and customized training in more than 20 disciplines to support local workforce development and prepare students for good-paying jobs. CLTCC serves nine parishes in Central Louisiana through its seven campuses and provides instruction in three state prisons and two federal correctional institutions. For more information, visit cltcc.edu.
 - c. CLTCC's mission is to provide academic, occupational and specialized training leading to industry-based certifications, technical certificates, diplomas and associate degrees. CLTCC also responds to the needs of the community by providing personalized enrichment for individuals and customized adult education for educationally disadvantaged populations. Using innovative educational strategies, the college creates a skilled workforce and prepares individuals for advanced educational opportunities.
5. Each CLTCC social media site shall indicate that the site is maintained by CLTCC and shall have CLTCC's contact information.

CODE OF CONDUCT FOR EMPLOYEES AUTHORIZED TO MANAGE CLTCC'S SOCIAL MEDIA SITES

As with all CLTCC network and Internet access, social media use while on the job is limited and subject to monitoring. Only authorized employees will be given editor access to CLTCC's social media sites. Thus, employees authorized to manage CLTCC's social media sites should use CLTCC's social media profile and not their personal social media profile when posting messages on CLTCC's behalf.

Please adhere to the following guidelines when managing CLTCC's social media sites:

1. Do not conduct yourself in a manner that will reflect unfavorably on yourself and the College.
2. Your post(s) will show up as CLTCC when posting on behalf of CLTCC; however, you should identify yourself and your role at the College when asked. If you are not authorized to speak on behalf of the College (meaning you are not the Strategic Outreach Coordinator or an assigned designee), please qualify any remarks about the College with a caveat that the views expressed represent your own personal position and do not reflect the views of the College. Please note that complaints or concerns about your job or work environment should not be posted on social media sites.
3. Do not ask for guidance from a supervisor if you are unclear about a course of action.



4. Do not disclose confidential College information, non-public strategies, personnel information or student records on social media sites.
5. Do not post copyrighted content (such as text, video, graphics or sound files) without permission from the holder of the copyright. Remember, even information that is widely available to the public (such as text, photographs, or other material posted on the Internet) may be subject to copyright restrictions.
6. Do comply with the posting guidelines and “Terms of Use” on any site on which you post content for the College.
7. Do not make deceptive or misleading claims about CLTCC’S programs and services or the program and services of other colleges.
8. Do not engage in any communication that is defamatory or infringes upon the intellectual property or privacy and publicity rights of others. For example, do not post content such as photos or videos without written permission from the person who owns the photo or video as well as any persons depicted in the photo or video.
9. Do not make offensive comments that have the purpose or effect of creating an intimidating or hostile environment, including telling lies or spreading rumors about the College or its faculty, staff, Chancellor, senior leadership team or students.
10. Do not post content containing any of the following: abusive or profane language or content; content that promotes, fosters or perpetuates discrimination on the basis of race, creed, color, age, religion, gender, marital status, physical or mental disability or sexual orientation; links to sexual content, solicitations, information that may endanger the safety of the public, content containing confidential company information. Likewise, CLTCC designees will not allow posts from visitors that violate this policy to remain on official CLTCC social media sites. Noncompliant comments should be removed upon discovery by authorized CLTCC employees.
11. Most conversations on social media sites are informal; however, all communications should be posted in a professional manner.

Note: This policy will be updated as new technologies evolve and new social networking tools emerge. Employees in violation of this policy may be subject to disciplinary action, up to and including termination of employment.

BEST-PRACTICE GUIDELINES FOR EMPLOYEES WHO MAINTAIN PERSONAL SOCIAL MEDIA SITES

CLTCC is aware that many employees have personal social media accounts. Some employees may use their personal social media site to express their personal ideas and opinions.



The use of personal social media sites to communicate CLTCC information is strictly prohibited. CLTCC reserves the right to impose disciplinary measures, up to and including termination of employment, when CLTCC employees violate the guidelines in this policy. In appropriate cases, unlawful conduct such as threats may be reported to local law enforcement authorities.

To avoid confusion between personal social media sites and approved CLTCC social media sites, CLTCC offers the following guidelines:

1. Do not use the CLTCC logo on your personal social media sites or the CLTCC name to promote or endorse products, causes, political parties or a political candidate.
2. Do not use a CLTCC email address for public postings. Employees also should be mindful of policies and procedures relating to confidentiality and use good judgment when making comments about the College. The College discourages employees from mixing college-related business and personal comments.
3. Do not use disparaging, discriminatory or profane comments on your personal social media posts when making comments about the College, faculty, staff or students.
4. Do not use social media to harass, threaten, insult, defame or bully another person or entity.
5. Do not post or store content that is obscene, pornographic, defamatory, racist, excessively violent, harassing, threatening, bullying or otherwise objectionable or injurious.
6. Do not disclose confidential College information, non-public strategies, personnel information or student records.