

PROCEDURE 3.251 SOCIAL NETWORKING

This policy is an amendment to Computer and Internet Usage Procedure 3.25.

Labette Community College recognizes the need for a Social Networking presence. Social Networking can be described as online social interaction. Some examples of social networking are: Facebook, Twitter, My Space, Online Blog's or Wiki's, etc. Social media can be a powerful tool to engage and retain students. LCC encourages college related interaction on social media but is not responsible for comments or postings made by visitors. Visitors' comments do not reflect the opinions or policies of the college. Improper use of social media at work can damage morale, hurt productivity, and expose LCC to legal action. Social media sites can also contain harmful virus and spyware content.

Personal social media sites must not be used to conduct official college business. Individuals may not use their Labette e-mail address to establish a personal site. Sites used for LCC Business must be maintained separately and staff will be required to use their Labette e-mail address for these sites.

LCC sites must have the approval of the appropriate supervisor. All account access must be shared and monitored by the department supervisor. It is the responsibility of the supervisor to monitor content. Supervisors must notify the Public Relations (PR) and Information Technology (IT) departments when the site is created.

If departments choose to maintain an LCC social media site, the designated employee(s) is responsible for maintaining current and appropriate content. It is recommended that social media sites for professional use be checked two (2) times a day. It is the responsibility of the employee(s) maintaining the site to remove prohibited content from the site within two (2) business days after it is first posted. The process for handling uncivil discourse is to print the suspect content, remove said content, block offending user, and report immediately to the appropriate supervisor. The PR department has the right to monitor LCC social networking sites in order to maintain a consistent and positive image of the college.

LCC has the right to monitor sites. LCC's IT or PR departments reserve the right, but assumes no obligation, to remove comments that are racist, sexist, abusive, profane, violent, obscene, bullying, spam or wildly off-topic or that libel, incite, threaten or make attacks on LCC students, employees, guests or other individuals as well as the institution. It shall be a violation of this procedure for any student, employee or third party (visitor, vendor, etc.) to discriminate against any student, employee or other individual associated with the College on social media sites. Violations of this procedure by any employee shall result in disciplinary action, up to and including termination. See Policy 2.01 Nondiscrimination, Procedure 2.012, Racial Nondiscrimination, and Policy/Procedure 2.07 Sexual Harassment.

Departments using social media sites for professional use shall include the following disclaimer:

“Labette Community College accepts no responsibility or liability for any data, text, software, music, sound, photographs, images, video, messages, or other content generated by users and publicly posted on this site and reserves the right to contact the county attorney and forward any postings which violate LCC policy/procedure or state and federal criminal and civil laws.”

Each social media site maintained for professional use shall place the following statement in a conspicuous manner on the main page:

“To report any concern about the content of this site, please contact the LCC IT Department.” (620.820.1146 or webmaster@labette.edu)

Online communities like Facebook help LCC employees/students connect in positive ways, however; there are aspects to remember when communicating through social media.

LCC Social Networking Sites

- Appropriate supervisor must approve LCC sites. PR and IT should be notified when created.
- Site must be monitored by the appropriate supervisor, and may be monitored by PR and/or IT.
- When conducting official LCC business, personnel shall be identified by name and relevant LCC role.
- Information posted to the Web has no expectation of privacy.
- The site must not be used to discuss a specific student/employee issue.
- Home addresses, local address, phone number(s), birth date or other personal information, as well as student’s/employee’s personal whereabouts or plans must not be disclosed.
- Site may not be used to solicit personal business
- LCC does not permit messages selling products or promoting commercial ventures.
- Postings must show respect for fellow users by ensuring the interchange remains civil.
- Site may not be used for political activity
- Information posted online will stay on the Web even after you erase or delete it.
- Any reference to partners or collaborators of LCC should not be used without their consent.
- Social media must NOT be used to address specific student or employee related issues/situations. Negative comments regarding LCC Events or Groups are also unacceptable.
- Students/employees must not be the sole administrator of LCC related sites. It is required that the supervisor be added as an administrator to oversee the usage and content of the site.
- All content including text and pictures posted on official LCC related sites should be considered the property of LCC, and should be considered copyright released.

- In the presence of uncivil discourse or if it violates LCC policy/procedure, student/employee conduct or state or federal criminal and civil laws, the appropriate action is print the suspect content, remove said content, block offending user, and report immediately to the appropriate supervisor.
- Comments are subject to the medium's terms of use and code of conduct.
- Names and photos will be seen next to employee users comment, visible to the thousands of visitors to the page.

Personal Social Networking Sites

- Social Networking sites must not be used to address a specific student or employee related issues/situations/events.
- Use of college logos on an employee's personal site could cause your site to be perceived as connected to LCC in an official capacity. College logos are not permitted on personal sites without the consent of the college.
- Copyright law applies to personal sites.
- Consider all content as public, regardless of privacy settings.
- Future schools and employers may use information gathered from online communities when they make decisions.

Excessive Personal Use of Social Media on College computers

- Employees must not access social media sites for personal use during work time and/or if access interferes with the employee's performance and/or completion of job duties. This includes all technologies, including but not limited to college computers, PDA's, Cell Phones, and SmartPhones.
- Excessive can include, but is not limited to: overburdening the network, interfering with job performance or any action that otherwise subjects LCC to increased cost, risk, or litigation.
- Excessive personal use can include but is not limited to the following: access via computer workstations, PDA's, cell phones, iPods, or any other device in which social media is accessible.
- Excessive personal or inappropriate use is subject to disciplinary action up to and including expulsion or termination.
- Refrain from presenting yourself as a representative of LCC in regards to personal opinions or statements.
- Interactions with students, or any affiliates under the age of 18 on personal sites are prohibited. For example, "friending" students or persons under the age of 18 in which the relationship is based upon LCC business is not allowed.

Use of social media as well as the Internet and e-mail is a privilege, not a right. LCC has the right to monitor LCC social media sites with no expectation of privacy. Violations of this procedure will follow disciplinary guidelines established in Policy/Procedures 4.08 Student Code of Conduct and 2.16 Performance Improvement Counseling.

Approved: 11/15/10, 8/29/11