

Labette Community College (LCC) acknowledges social media as a strategic communication tool for engaging current and prospective students, promoting programs and events, and enhancing institutional reputation. This procedure establishes standards for official and personal use of social media consistent with legal, ethical, and branding requirements. This procedure applies to accounts on approved media platforms the College and its employees choose to utilize.

This procedure applies to all LCC employees, departments, student organizations, and third-party contractors involved in creating or managing content on behalf of LCC.

Official Social Media Accounts

Authorization & Registration

All LCC social media accounts must be registered and approved by PR and IT and authorized by the appropriate supervisor, using official Labette email addresses.

Exception: Business Accounts on Facebook are required to be connected to a personal account to be created. In order for an official LCC Facebook page to be created, an LCC email address must be utilized in the “About” section of the LCC- affiliated page and listed in the page’s primary contact information.

A minimum of two account administrators should be assigned per account, at least one of whom must be a full-time LCC employee. Accounts must provide shared access to PR and IT for oversight.

Administrative Oversight

Department supervisors are responsible for monitoring their social media accounts. PR and IT reserve the right to audit and remove content inconsistent with College values or policy.

Updated account login information must also be shared with the Human Resources department, in the event of creation or change in administration of an LCC- affiliated social media account.

Posting Frequency Requirement

Official LCC-affiliated social media accounts are required to post at least **three (3)** times per month.

Accounts inactive for more than two consecutive months may be reviewed for relevance and continued approval. If not approved, the account will be disabled.

Content Standards & Compliance

Legal & Policy Requirements

All posts must comply with applicable federal, state, and local laws—including FERPA, copyright, privacy, nondiscrimination, and harassment statutes—and align with LCC nondiscrimination policies.

Branding & Partnerships

Use of College logos, trademarks, or external partner referencing must comply with PR department guidelines and require appropriate approvals if used outside of their original form.

PR Department guidelines can be obtained upon request via pr@labette.edu

Professional Communication

All content must be accurate, respectful, professional, and reflect LCC's values when posting or commenting from an LCC-affiliated account.

Personal opinions must not be confused with official College positions.

Privacy & Sensitive Information

Do not disclose protected or personally identifiable information about students, employees, donors, or trustees—including academic or personal data—unless within the scope of job duties and with supervisory approval.

Third-Party Media Creators

Third-party content creators providing content that can be modified, (e.g., photographers, videographers, influencers, freelance writers) must provide written consent, such as the **Creative Property and Media Acknowledgement Form**, to the PR department *before* their content is used in any way on an official LCC platform.

- Example A: A photo from a student, parent or community member is emailed to an employee with a message consenting for its use on an LCC social media page. This email must be forwarded to pr@labette.edu prior to posting or publishing the photo.
- Example B: A professional photographer is coming to campus to take photos that will be used on the LCC website. The photographer should complete and sign the Creative Property and Media Acknowledgement Form.

Third parties must comply with the same standards and branding requirements that govern official College-managed accounts when creating content on behalf of the College.

Monitoring & Enforcement

Review and Removal of Content

Supervisors, PR, and IT will monitor College-affiliated social media. Posts that are discriminatory, harassing, obscene, profane, violent, or unlawful must be removed within twenty-four (24) hours of publication. Offending user accounts may be blocked, content may be kept privately for reference, and reports will escalate to the supervisor and PR department as necessary.

Disciplinary Action

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.

Disclaimers & Contact Information

All official LCC-affiliated social media accounts must share disclaimers by having the LCC Website visibly linked to the account:

“Labette Community College accepts no responsibility for user-generated content and reserves the right to remove posts violating College policies or the law To report concerns about this page’s content, please contact the LCC PR Department at pr@labette.edu or (620) 421-6700.”

- Example: labette.edu attached as a link in an Instagram “bio”

Personal Use of Social Media

LCC employees are encouraged to not conduct official College communication using personal social media accounts or email addresses.

Employees must avoid using College branding or logos on personal accounts to conduct business unless approved by PR.

Employees must maintain a clear distinction between personal opinions and any affiliation with LCC, especially when identified as College employees. Employees must also use disclaimers when appropriate.

Employees must comply with all applicable federal and state laws when using social media for personal communication. They should not follow, message, or otherwise engage with any student or individual under the age of 18 on personal social media platforms, unless there is a pre-existing, external personal relationship.

Personal Use During Work

Personal use of social media during work hours or on College systems or devices must not interfere with performance, disrupt systems, or pose risk to network integrity. Excessive or inappropriate use is subject to discipline.

Revised: 9/24/25

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

To ensure that the College is in compliance with Kansas statutes, Kansas Board of Regents policies and procedures, and expectations of accrediting organizations, this policy regarding New Course or New Program Approval is established.

This policy is based on K.S.A. 71-601 et seq., K.S.A. 71-1801 et seq., K.S.A. 74-32,468 and K.S.A. 74-32,402 which requires that the Kansas Board of Regents approve courses for which credit

hours are awarded in community colleges. Further, this policy requires compliance with Chapter 71, Article 6 regarding the definition of credit hour level of courses (not to exceed course levels offered in universities at the sophomore level), standards for determining number of credit hours for courses (time-based standard or competency-based standard), and lastly that the local Board of Trustees shall direct the college President to develop a procedure to address quality issues and faculty involvement in the New Course or New Program Approval process.

Adopted: 2/11/03

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Reviewed: 1/4/24