

	POLICY	Motion No.	EXEC 1028-2023
	Social Media	Effective Date	12/19/2023
		Responsible Department	Human Resources
		Attorney Review / Date	J. Tuite 12/18/19

SCOPE

This Social Media Policy defines guidelines for use of social media by employees and the consequences if these guidelines are not followed. This Policy applies to all forms of social media and to all information communicated or posted through professional or personal channels. Examples of social media sites include, but are not limited to, Facebook, TikTok, LinkedIn, YouTube, X, Instagram, Snapchat, wikis, blogs, or any other publicly accessible online forums or discussion boards.

This Policy applies to all full-time or part-time employees of Pennsylvania Highlands Community College, all temporary employees, interns, and anyone else under the direction and control of the College.

POLICY

General Guidelines:

The College recognizes that the use of social media is an important tool in the lives of employees, students, and the general population. Additionally, just as all employees are the day-to-day ambassadors for the College, employees are also social media ambassadors; all content that employees share reflects, even unintendedly, on Pennsylvania Highlands Community College.

The College also recognizes that there are inherent risks with social media usage. The College encourages employees to use social media responsibly and in accordance with the mission and values of the College. Employees are reminded that due to the nature of technology, individuals do not have an expectation of privacy on social media sites. Therefore, employees are expected to use good judgement if interacting with students or colleagues via social networking websites, and if posting information about the College or their employment on social media sites.

Employees should review the following guidelines before posting any information on social media sites:

- Employees may not post messages on behalf of the College unless doing so is within the scope of their job duties and are authorized to do so by the appropriate supervisor. Employees who are posting about the College, and not on behalf of the College, should include language that makes it clear that the views are their own and not those of the College.
- Employees may not post any of the College's confidential or proprietary information, including but not limited to information regarding the development of systems, processes, know-how and technology, unless the post has been approved by the President's Cabinet or the President.

- Employees may not post any confidential privacy information, such as personal health information or other personal identifying information, regarding the College's students, prospective students, employees, alumni, donors, or Trustees.
- Employees may not post comments about students, prospective students, colleagues or former colleagues, alumni, donors, or Trustees, that reasonably could be viewed as malicious, obscene, derogatory, threatening or intimidating, or that they know or reasonably believe to be false.
- Employees may not violate any other College policies, including but not limited to College policies regarding discrimination, harassment, bullying, and/or privacy.
- Employees are required to comply with the Family Educational Rights and Privacy Act, 20 U.S.C 1232g; 34 C.F.R. Part 00 ("FERPA"), including but not limited to during use of social media.

Violations of these Guidelines:

The College reserves the right to monitor content on the internet. Employees who violate this Social Media Policy may be required to remove posted content and may be subject to disciplinary action, up to and including discharge. Violations of this policy can be reported to Human Resources or the College President so that the College can take corrective action if necessary.

Effective Date	Motion Number	Document Author	Description of Change
12/19/2023	EXEC 1028-2023	Human Resources	Revisions were required to make the Policy more compliant with legal expectations and will modernize some policy language
03/24/2020	EXEC 1005-2020	Human Resources	Initial Release