

Policy Statement

Social media network access and use on behalf of Terra State Community College (TSCC) shall be limited to those with a clear business purpose to use the forum. Only official spokespersons and authorized individuals shall have permission to create, publish, or comment on behalf of the College. All users shall obtain authorization, as described within this section, prior to creating and maintaining a page or site associated with the College on a social media network. All authorized social media pages or sites associated with the College shall belong to and be managed by the College.

Policy Details

Terra State Community College recognizes that social media can be a highly effective tool for sharing ideas and exchanging information. The College is committed to using social media to promote the College's mission and strategic plan and to maintain effective communications with employees, students, business partners, and citizens.

The College has an interest and responsibility in determining what is published on behalf of the College via social media. The purpose of social media is to disseminate information from the College and its departments, to its students and the community to provide a forum for discussion and to gather feedback from them on College-related issues. This regulation is established for the creation and use of social media by College employees as a means of conveying College-related content.

This regulation applies to all College departments, boards, committees, councils, employees, and volunteers.

All College-sponsored social media shall comply with all College policies and regulations, including (but not limited to)

- A. Employee Standards/College Code of Ethics
- B. Equal Employment Opportunity
- C. Information Technology Acceptable Use
- D. Guidelines for Terra State Logo Use

All College-sponsored social media shall comply with all terms of service of the individual social media platform in use.

PROHIBITED CONTENT IN COLLEGE SOCIAL MEDIA

As a public entity, the College must serve all of its constituents in a civil and unbiased manner. College social media posts and comments containing any of the following inappropriate forms of content shall not be allowed and are subject to removal and/or restriction by the College:

- A. Comments not topically related to the particular social media post being commented upon, including random or unintelligible comments;
- B. Profane, obscene, or violent language and/or content;
- C. Defamatory or personal attacks;

- D. Threats to any person or organization;
- E. Content that promotes, fosters, or perpetuates harassment or discrimination on the basis of race, color, religion, sex, age, national origin, citizenship status, disability, genetic information, veteran status, sexual orientation or gender identity/expression;
- F. Sexual content or links to sexual content;
- G. Any comments for the solicitation of commerce that is not related to the College or its business partners, including but not limited to advertising of any business or product for sale;
- H. Comments in support of or opposition to political campaigns, or candidates
- I. Encouragement of illegal activity;
- J. Conduct in violation of any federal, state, or local laws;
- K. Information that may tend to compromise the safety or security of the public or public systems;
- L. Content that violates a legal ownership interest, such as trademark, patent, or copyright, of any other party; or
- M. Confidential or proprietary information.
 - a. Account users must not post confidential or proprietary information about the College or its students, employees, or alumni. Account users must still follow all applicable federal requirements such as FERPA and HIPAA. Additionally, users must adhere to all applicable College privacy and confidentiality policies.

If activity listed in I or K above occurs, employees are expected to secure the information and notify Campus Safety immediately at 419-559-2253. If any activity listed above, employees are expected to secure the information and notify the Marketing Manager immediately at marketing@terra.edu.

REQUIRED USER REGULATIONS

It is the responsibility of the person or persons who create and/or maintain College social media to display the following regulations to users or make them available by tab or by going to the College's web page.

- A. Comments submitted by members of the public must be directly related to the content of the articles.
- B. Comments must relate to the topic being discussed in the original post and must not contain random or unintelligible content.
- C. A comment made by a member of the public via any College social media is the opinion of the commentator only, and publication of a comment does not imply endorsement of, or agreement by, the College, nor do such comments necessarily reflect the opinions or policies of the College.
- D. The College reserves the right to restrict or remove any content that is deemed a violation of this regulation or any other College policy, regulation, or applicable law, at any time and without prior notice.
- E. The College reserves the right to deny access to College social media for any individual, who violates these user regulations, at any time and without prior notice.

- F. The College reserves the right to restrict or remove any content that is deemed in violation of this policy or any applicable law.

Any content removed based on these requirements must be retained for a 6-month period by the department, including the time, date, and identity of the poster or commenter when available.

STUDENT USER REGULATIONS

TSSC Students use of social media should be done in a manner that does not violate college policy for the Student Code of Conduct.

Students are responsible for all social media posts and content:

- A. Obscene remarks including profanity, unlawful material, racist, sexist, homophobic or sexually explicit posts aren't allowed on TSCC sanctioned social media sites.
- B. By posting on a TSCC sanctioned social media site, students are verifying that the content they post does not infringe on anyone else's intellectual property.
- C. By posting on a TSCC sanctioned site, the College retains unlimited permission to republish, refer to, and otherwise use or re-use words and other posted content in any format or medium at any time and agree to creative commons, fair use and other use of public domain.
Students may not impersonate the College or imply official endorsement, or benefit financially by using TSCC's name or marks without TSCC's consent.
- D. The College retains the right to modify social media regulations and guidelines at any time

EXPECTATION OF PRIVACY

Nothing in this policy bestows an individual right nor may it be construed to provide an expectation of privacy.

Users of social media should be mindful that once content is placed online, it is no longer under the user's control. Content posted to the internet is immediate and does not expire.

Participation in social media, whether by College or non-College internet resources and whether made while on or off duty must not violate the privacy rights of other College employees or students or violate any College policy or regulation.

Please contact the Marketing Department for any questions regarding this policy at marketing@terra.edu

Procedures

- A. The Marketing Department, or designee, will authorize the establishment of and use of College social media accounts. During this authorization, the Marketing Manager or his/her designee shall evaluate the requests for usage, determine its appropriateness, and designate an employee(s) authorized to the account(s).
- B. Only individuals who are authorized by the marketing department or designee are permitted to access, manage, and/or post via College social media for the purpose of conducting College business.
- C. The Marketing Department, or designee, will be responsible for maintaining an up-to-date list of all social networking application domain names in use, the names of all authorized employee

administrators or users of these accounts, as well as the associated user identifications and passwords currently active within their respective departments

- D. Oversight of College-sponsored social media shall be performed by the Marketing Department, or designee. All posts on College social media shall be in accordance with this regulation. Departments shall monitor their social media for comments requesting responses from the College and for comments in violation of this regulation. Departments will also monitor content on College social media to ensure adherence to this regulation and the interests and goals of the College. The department responsible for the creation and/or maintenance of social media content shall ensure that it is able to edit or remove this content.
- E. Authorized individuals representing the College on College social media must conduct themselves at all times as a representative of the College in accordance with all College policies and regulations.
- F. When an individual responds to a comment in his/her official capacity as a College employee, the individual shall not share personal information about himself or herself, or other College employees. If a department has multiple individuals posting or commenting on behalf of the College, those individuals shall coordinate their responses to ensure that conflicting views and/or information is not being disseminated.
- G. Whenever possible, College social media should link back to the official College website for forms, documents, online services, and other information necessary to conduct business with the College.
- H. Use of posted photographs on social media sites shall abide by all copyright and printed material laws.
- I. Use of the College's logos in social media shall conform to the College's Guidelines for its Logo Use.
- J. All College social media shall adhere to applicable federal, state, and local laws, regulations, and policies.
- K. All content or comments made in any social media shall conform to that site's terms and conditions of use.

Documentation

NA

Resources

NA

Definitions

Term	Definition
Social Media	Web and mobile-based technologies which are used for interactive communication by organizations, communities, and individuals often utilizing, but not limited to, third-party services that connect users to one another. Examples of social media include, but are not limited to, Facebook, Twitter, Instagram, TikTok, Google+, LinkedIn, YouTube, MySpace, Delicious, Yelp, Flickr, Picasa, blogs, message boards, and chat rooms. Social media may exist in many different forms including, but not limited to, internet forums, online profiles, wikis, podcasts, pictures and video, email, instant messaging, music sharing, and voice over IP.
Posts	Content published through social media that may consist of dialogue, pictures, videos, URLs, articles, or other communicative content.
Comments	Response, reply, observation or opinion made via a social media to a post or another comment, usually made by outside third parties.
Digital Equipment	Includes but is not limited to computers, laptops, telephones, and smart phones. Any technology provided by the College for communication, computing, etc., is also covered by this definition.

Approval History

Date	Policy/Procedure or Entire Document	Notes (Types of Actions)	**Approved by
10/31/2010	Policy	Issued	Unknown
6/08/2016	Policy	Revised	Unknown
07/20/2020	Revised	Revised	Unknown
10/06/2023	Policy	Transfer to new template, minor revisions	Dr. Cory Stine, Senior Vice President of Innovation and Strategic Planning



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