



**Policy & Procedure No. 9.003**  
**Nunez Community College**

**Title: Social Media Policy**

**Effective Date: 11-21-2019**

**Last Revision Date:**

**Cancellation:**

**Department/Office: Communications**

***Social Media Policy***

**PURPOSE/ SCOPE**

This policy applies to all use of social media by Nunez Community College employees, and defines social media and related terms, communicates the social media goals of Nunez and the LCTCS Office, provides guidance for employees authorized to manage Nunez social media platforms and best practice guidelines for Nunez employees who have personal social media accounts.

**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 programs, 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, Instagram, 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, Nunez can promote the College year-round, recruit new students, interact with current students, disseminate important information such as site closures, stay in touch with alumni as well as the surrounding communities.



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**Nunez Community College Approved Social Media Sites:**

1. Nunez currently uses six social media platforms – Facebook, Twitter, Instagram, LinkedIn, YouTube and Snap Chat.
2. All planned Nunez social media accounts must be approved by the Director of Communications, the Information Technology department and the Chancellor of the College prior to being established.
3. All approved Nunez social media accounts will be administered by the Director of Communications.
4. Each Nunez social media account shall include an introductory statement that clearly and permanently identifies the purpose of the site and should link back to the Nunez internet website.
5. Each Nunez social media account shall indicate that the site is maintained by the Director of Communications.

**Code of Conduct for Employees Authorized to Manage Nunez Social Media sites:**

As with all Nunez network and internet access, social media use while on the job is limited and subject to monitoring. Only **authorized** employees will be given administrator access to Nunez’s official social media accounts. Thus, employees authorized to manage an official Nunez social media account should use Nunez’s social media profile and not their personal social media profile when posting messages on Nunez’s behalf.

The following guidelines **must be followed** when managing Nunez’s social media accounts:

1. Conduct yourself in a manner that will reflect favorably on yourself and the College.
2. Your post(s) will show up as Nunez when posting on behalf of Nunez; however, you should identify yourself and your role at Nunez when asked. If you are not authorized to speak on behalf of the College (meaning you are not a part of the Communications/Public Relations department or an assigned designee), please qualify any remarks about Nunez 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. Ask for guidance from a supervisor if unclear about a course of action.
4. Do not disclose confidential information, non-public strategies, personnel information, or student records.
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. 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 the College or any other LCTCS college.



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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 person 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, its personnel 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, or content containing confidential information. Likewise, Nunez designees will not allow posts from visitors that violate this policy to remain on official Nunez social media sites. Noncompliant comments should be removed upon discovery by authorized Nunez employees.
11. Most conversations on social media sites are informal; however, all communications should be posted in a professional manner.

**Best Practice Guidelines for Employees who Maintain Personal Social Media sites:**

Nunez Community College is aware that many employees have personal social media accounts to maintain contact as well as share information with family and friends. Some employees also may use their personal social media site to express their personal ideas and opinions.

Nunez encourages employees to direct complaints or concerns about their job or work environment **to their Supervisor or the Human Resources Department**. Social media – public and personal sites- should **NOT** be utilized to report or comment on job complaints.

Nunez reserves the right to impose disciplinary measures, up to and including termination of employment, when Nunez 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 social media sites and approved Nunez social media sites, Nunez offers the following guidelines:

1. Do not use the Nunez logo on your personal social media sites or the Nunez name to promote or endorse products, causes, political parties or political candidate.
2. Do not use the Nunez email address for public postings. Employees also should be mindful of policies and procedures relating to confidentiality and use good judgement when making comments about the College. Nunez discourages employees from mixing Nunez-related business and personal comments.
3. Do not use disparaging, discriminatory or profane comments on your personal social media posts



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when making comments about the College, its personnel or mission.

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 Nunez information, non-public strategies, personnel information, or student records.

*Note: This policy will be updated as new technologies evolve and new social networking tools emerge.*

X	Reviewing Council/Entity	Review Date	Effective Date
X	Communications Department/PR	11-7-2019	11-21-2019
X	College Compliance Committee	11-18-2019	11-21-2019
X	Chancellor’s Council	11-21-2019	11-21-2019

*Policy Referenced: LCTCS Internal Policy on Social Media*

*Distribution:* Distributed Electronically via College’s Internet: 11-22-2019

***Chancellor’s Signature/Approval***

SIGNATURE: 

DATE: 11-21-2019

Tina M. Tinney, Ed.D.  
Chancellor