

**EASTERN WEST VIRGINIA COMMUNITY & TECHNICAL COLLEGE
BOARD OF GOVERNORS
REGULATION NO. AR 6.17**

TITLE: Social Media Guidelines

General Summary Statement of Administrative Regulation Purpose: This regulation states and reaffirms the position that employees, contractors, interns, and volunteers of Eastern West Virginia Community and Technical College maintain a standard of behavior that is deemed safe, legal, and ethical by the College and aligns with its mission and values in regards to the use of social media. This is done to protect user's personal and professional reputations and Eastern's reputation as a higher education institution.

Effective Date: October 22, 2020

Authority: Board Policy 6.17: Social Media

SECTION 1: Disclosure for all Employees/Contractors

- 1.1 For personal and unofficial social media participation, and when discussing college-related issues at any time, an employee/contractor:
 - 1.1.1 Should identify who he or she is and any other relevant information when discussing Eastern-related matters on the internet. Posts that do not mention Eastern and work-related topics do not need to disclose the employment relationship. Remember, anonymous posts and comments can still be traced back to a person or computer, so Eastern-related information should not be discussed in this matter. If it is, disclosure of the affiliation with the company should be made.
 - 1.1.2 Should make clear that his or her opinions are of their own and do not necessarily reflect those of Eastern, whether on Eastern's page, a personal page or within the post itself.
 - 1.1.3 Should make sure disclosure is clear and conspicuous, understandable by the average reader, and clearly visible within the relevant content.
 - 1.1.4 Should clarify which statements (posts or comments) are personal opinion ("In my personal opinion") and which are official Eastern statements (information or comments).
 - 1.1.5 Should remember that private information (i.e. information regarded "for internal use only") should absolutely not be mentioned or released to any outside parties. This includes general information and decisions, programs, and/or financial information that is not or has not yet been given to the public

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- 1.1.6 Should consider that actions can be a direct reflection of Eastern, whether they are work-related or not.
 - 1.1.7 Should not use ethnic slurs, personal insults, obscenity, or profanity that would not be acceptable by Eastern standards. Be respectful.
 - 1.1.8 Should consider that others will associate them with Eastern if it is readily identifiable. It's important that an employee/contractor ensures social media pages reflect how he or she wishes to present themselves to colleagues. Refrain from violent, abusive or threatening behavior towards others.
- 1.2 When communicating via social media on behalf of Eastern West Virginia Community and Technical College or on topics related to the business of the College, an employee/contractor should:
- 1.2.1 Ensure that all disclosure meets the minimum FTC standards by being clear and conspicuous, understandable by the average reader, and clearly visible within the content and/or related caption or description.
 - 1.2.2 Disclose the College when using social media to communicate on behalf of the college or about college-related topics.
 - 1.2.3 Ensure that any disclosure will be understood by the average reader while they are reading the content for the first time.
 - 1.2.4 Comply with all laws and regulations regarding disclosure of identity.
- 1.3 When an employee/contractor interacts with external bloggers, influencers, social media sites, advocates, communities, etc., he or she should:
- 1.3.1 Comply with disclosure laws and regulations.
 - 1.3.2 Disclose who he or she is and any relevant information.
 - 1.3.3 Be clear that he or she requires the recipient (i.e. influencer) to be transparent and follow laws and regulations on disclosure. This means disclosing their relationship with the College in a clear and conspicuous manner.
 - 1.3.4 Do not use any apps or services that give false engagement (i.e. paying for likes, comments).
 - 1.3.5 Discontinue relationships with advocates who do not follow the disclosure guidelines or participate in behavior that does not meet Eastern standards.

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- 1.4 When communicating via social media, or asking others to communicate via social media on the College's behalf:
 - 1.4.1 Be truthful. Do not lie or exaggerate facts or information.
 - 1.4.2 Ensure information and claims provided to consumers, advocates, and/or on social media sites are factual and accurate.
 - 1.4.3 Never ask someone to deceive others on our behalf, write something they do not believe, or endorse our company if they have no relationship. Do not create or endorse false advertisement.
 - 1.4.4 Encourage honest feedback, including negative.
 - 1.4.5 Communicate that all opinions are honest and are without manipulation or falsification.
 - 1.4.6 All social media accounts created on behalf of Eastern should be linked to an administrative e-mail account, never a personal account. More than one employee/contractor should have access to each social media account.
 - 1.4.7 Only approved logos and branding materials should be utilized on social media.
 - 1.4.8 Employees/contractors should remain professional and respectful on Eastern's social media accounts, even if discussion becomes hostile.
 - 1.4.9 Respond to questions or comments directed to Eastern's social media pages in a timely and accurate manner.
 - 1.4.10 Only share links that are verified and authentic. Do not share spam or any unverified website or information.
 - 1.4.11 Become familiar with FERPA and HIPAA statutes and regulations that require restrictions on sharing certain information.
 - 1.4.12 Become familiar with the terms of service and policies of the social media websites and networks being used and ensure they are being followed.

SECTION 2: Disclosure for Volunteers/Interns - All volunteers and interns of Eastern are asked to follow the social media guidelines for employees/contractors (outlined above), especially when speaking on behalf of the college. We welcome volunteers and interns and hold them to the same accountability as the rest of our faculty and staff. This policy is only for the time where you are actively volunteering or interning with Eastern, and thereafter when discussing Eastern-related matters. The most important things for volunteers and interns to know are reiterated below.

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- 2.1 For personal and unofficial social media participation and when discussing company-related issues at any time:
- 2.1.1 Identify who you are and your relationship with the company.
 - 2.1.2 Make clear that your opinions are of your own and do not necessarily reflect those of Eastern, whether on your page or in the post.
 - 2.1.3 Disclosure should be clear and conspicuous, understandable by the average reader, and clearly visible within the relevant content.
 - 2.1.4 Clarify which statements (posts or comments) are personal opinion (“In my personal opinion”) and which are official Eastern statements (information or comments).
 - 2.1.5 Post that do not mention Eastern and work-related topics do not need to disclose the relationship.
 - 2.1.6 Private information that you come across (i.e. information regarded “for internal use only”) should absolutely not be mentioned or released to any outside parties. This includes general information and decisions, programs, and/or financial information that is not or has not yet been given to the public.
- 2.2 *When communicating via social media on behalf of our company or on topics related to the business of our company, you should:*
- 2.2.1 Ensure that all disclosure meets the minimum FTC standards by being clear and conspicuous, understandable by the average reader, and clearly visible within the content and/or related caption or description.
 - 2.2.2 Disclose your employer when using social media to communicate on behalf of the company or about company-related topics.
 - 2.2.3 Ensure that any disclosure will be understood by the average reader while they are reading the content *for the first time*.
 - 2.2.4 Comply with all laws and regulations regarding disclosure of identity.



Dr. Charles Terrell, President

10/22/2020

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