

**EASTERN WEST VIRGINIA COMMUNITY & TECHNICAL COLLEGE
BOARD OF GOVERNORS
POLICY NO. BP – 6.15**

TITLE: SOCIAL MEDIA

SECTION 1: GENERAL

1.1 Scope - This policy states and reaffirms the position that employees, interns, volunteers and board members 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.

1.1 Effective Date - October 21, 2020

SECTION 2. STATEMENT

2.1 Eastern West Virginia Community and Technical College is very passionate about higher education and serving the needs of students and the community on a daily basis. Eastern believes in open communication and the right to free speech, and encourages employees, interns, volunteers, and board members to share their work and passion for Eastern on their own social media pages, on blogs, or in online discussions. Social media makes it easier than ever to share ideas and information with others.

2.2 However, the new ways of instant communication changes the ways we as a society interact with one another. Social media is a powerful communication tool that has a significant impact on organizational and professional reputations. Because it blurs the line between personal voice and institutional voice, Eastern West Virginia Community and Technical College created this policy to provide guidelines when utilizing social media outlets as an identifiable employee, intern or volunteer, or board member of the College.

2.3 Because technology is constantly evolving, these guidelines will be monitored, updated, and revised as necessary. Eastern has developed guidelines to assist the college’s community in the safe, legal, and ethical use of social media website such as Facebook, Twitter, YouTube, LinkedIn, Instagram, and others, as well as blogs and websites. “Improper use of social media” means making a communication through social media that:

2.3.1 Directly incites violence or other immediate breach of peace;

Approved by IET: 08/24/20

Approved by President's Cabinet: 09/22/20

Approved by the Board of Governors: 10/21/20

- 2.3.2 When made pursuant to (i.e. in furtherance of) the employee's official duties, is contrary to the best interests of the College;
- 2.3.3 Discloses without authority any confidential information, protected health care information, personnel records, personal financial information, or confidential research data; or
- 2.3.4 Impairs discipline by superiors or harmony among co-workers, has a detrimental impact on close working relationships for which personal loyalty and confidence are necessary, impedes the performance of an employee's official duties, interferes with the regular operations of the College and its ability to efficiently provide services.

SECTION 3. DISCLOSURE FOR BOARD MEMBERS

3.1 All board members of Eastern are expected to follow the social and digital media marketing policy outlined in AR 6.17. Board members can be considered official spokespeople for Eastern, and are subject to additional policy guidelines. *When communicating on behalf of Eastern, board members will:*

- 3.1.1 Follow disclosure requirements (be clear and conspicuous, understandable by the average reader, and clearly visible).
- 3.1.2 Disclose relationship with Eastern when utilizing personal social media.
- 3.1.3 Remain professional and courteous at all times.
- 3.1.4 Remember that your online behavior reflects Eastern at all times.
- 3.1.5 Follow all other guidelines outlined in the Disclosure Policy for Employees.

SECTION 4. DELEGATION OF AUTHORITY

4.1 The Board reaffirms its delegation to the President the responsibility to develop administrative regulations which implement this policy.



BOARD OF GOVERNOR'S, CHAIR

10-22-2020

DATE

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