

College Procedure: 400.3 – Social Media

Policy Reference:	400 – Employee Ethics and Conduct
Responsible Department:	Human Resources
Approval Authority:	Cabinet
Procedure Owner:	Vice President, Human Resources and Institutional Effectiveness
Effective Date:	09/30/2013
Version Number:	4
Legal Counsel Reviewed (yes/no):	No
Scope:	College-wide

Reason for Procedure

Kirkwood Community College supports employees' responsible use of social media. The use of social media presents certain risks and responsibilities. The College has established these guidelines for the appropriate use of social media.

The Procedure

You are responsible for what you post online. Conduct that adversely affects your job performance, the performance of fellow co-workers or otherwise adversely affects students, vendors, suppliers, people who work on behalf of Kirkwood or Kirkwood's legitimate interests, may result in disciplinary action up to and including termination.

Know and Follow the Rules

Inappropriate postings that include discriminatory remarks, harassment, and threats of violence or similar inappropriate or unlawful conduct will not be tolerated and may subject you to disciplinary action up to and including termination.

Be Respectful

Always be fair and courteous to fellow co-workers, students, vendors, suppliers or people who work on behalf of Kirkwood. You are more likely to resolve work-related complaints by speaking directly with your co-workers rather than by posting complaints to a social media outlet. Avoid using statements, photographs, video or audio that reasonably could be viewed as malicious, obscene, threatening or intimidating, that disparage customers, members, associates or suppliers, that might constitute harassment, bullying, or that might reveal confidential information. Examples of such conduct might include offensive posts meant to intentionally harm someone's reputation or posts that could contribute to a hostile work environment based on race, sex, disability, religion or any other status protected by law or College policy. You should also avoid posting any information about students that is protected by FERPA or is otherwise deemed confidential.

Be Honest and Accurate

Make sure you are always honest and accurate when posting information or news and if you make a mistake, correct it quickly. Be open about any previous posts you have altered. Remember that the Internet archives almost everything; therefore, even deleted postings can be searched. Do not post information or rumors that you know to be false about Kirkwood, fellow co-workers, students, vendors, suppliers, and people working on behalf of Kirkwood or its competitors.

Post only Appropriate and Respectful Content

Respect the confidentiality of Kirkwood trade secrets and private or confidential information. Trades secrets may include information regarding the development of systems, processes, products, expertise and technology. Do not post internal reports, policies, procedures or other internal business-related confidential communications. Do not reveal information protected by Federal or State laws.

Do not create a link from your blog, website or other social networking site to a Kirkwood website without identifying yourself as a Kirkwood employee.

Express only your personal opinions. Never represent yourself as a spokesperson for the college. If Kirkwood is a subject of the content you are creating, be clear and open about the fact that you are an employee and make it clear that your views do not represent those of the College, fellow co-workers, students, vendors, suppliers or people working on behalf of Kirkwood. If you do publish, a blog or post online related to the work you do or subjects associated with Kirkwood, make it clear that you are not speaking on behalf of the College. It is best to include a disclaimer such as "The postings on this site are my own and do not necessarily reflect the views of Kirkwood Community College."

Using Social Media at Work

It is acceptable to utilize social media while at work, as long as use is infrequent and brief and does not interfere with work performance; does not interfere with or disrupt any College operation or service; does not affect the useful life of the property; and results in no cost to the College.

Do not register on social networks, blogs or other online tools using your college email address unless it is work-related as authorized by your manager and approved by Marketing.

Retaliation is Prohibited

Kirkwood prohibits taking negative action against any employee for reporting a possible deviation from this procedure or for cooperating in an investigation. Any employee who retaliates against another employee for reporting a possible deviation from this procedure or for cooperating in an investigation will be subject to disciplinary action, up to and including termination.

Media Contacts

Employees should not speak to the media on Kirkwood's behalf without contacting the Marketing Department. All media inquiries should be directed to them.

Definitions

Social Media: ALL MEANS OF COMMUNICATING OR POSTING INFORMATION OR CONTENT OF ANY SORT ON THE INTERNET, INCLUDING TO YOUR OWN OR SOMEONE ELSE’S WEB BLOG, JOURNAL OR DIARY, PERSONAL WEB SITE, SOCIAL NETWORKING OR AFFINITY WEB SITE, WEB BULLETIN BOARD OR A CHAT ROOM, WHETHER OR NOT ASSOCIATED OR AFFILIATED WITH KIRKWOOD, AS WELL AS ANY OTHER FORM OF ELECTRONIC COMMUNICATION.

Revision Log

Table 1 Revision Log

Version Number	Date Approved	Approved by	Description of Change
1	09/30/2013	Jim Choate, Vice President, Finance	New procedure
2	05/16/2017	Mick Starcevich, President	New template
3	03/02/2018	Wes Fowler, Vice President, Human Resources	Minor language changes
4	06/13/2019	Cabinet	Procedure template