



# **Social Media Management and Standards**

## **1. PURPOSE**

This memorandum establishes the guidelines and rules of conduct for College departments and employees when using digital and Social Media technologies to engage with others on behalf of the Institution. This memorandum is not intended to restrict communications or actions required through performance of job duty at Northern Pennsylvania Regional College (“NPRC” or the “College”).

This memorandum also recognizes the importance of privacy in a student’s personal activities involving the use of social media. It sets forth appropriate rules to protect student privacy interests while permitting the use of social media for academic and career-based activities.

## **2. APPLICABILITY**

This memorandum applies to all College employees who utilize College-managed social media accounts or personal accounts that purport an individual’s representation of the College.

## **3. ASSOCIATED POLICIES AND DOCUMENTS**

3.1 CLDR-1310: Policy Review Schedule

3.2 STND-7420-01: Guidelines for General Social Media Usage

3.3 STND-7420-02: Guidelines for Individual Employee’s Personal Use of Social Media

3.4 NPRC-7405: Photo and Model Release

## **4. DEFINITIONS**

4.1 Social Media technologies are software and other tools that enable social interactions and manage social media profiles that can make distribution of information more accessible and real-time and help integrate with other applications.

4.2 Employees are any individual who serves the College in a full-time or part-time capacity as an administrator, staff, or faculty.

## **5. PROCESSES, TIMELINES, AND RESPONSIBILITIES**

- 5.1 The College expects all authorized participants who utilize social media on behalf of the College to understand and to follow the guidelines set forth.
- 5.2 Subjects posted on social media must be in compliance with NPRC-7405: Photo and Model Release.
- 5.3 If a violation of this policy and/or its related standards is determined to be present, the violating employee will be requested to remove post(s) in question as soon as practicable.
- 5.4 Denial of removal request will result in actions under NPRC-2120: Corrective Action.
- 5.5 No office or department is permitted to develop social media accounts, profiles, or initiatives bearing the College name without prior approval from the Marketing and Public Relations Department.
- 5.6 Dormant social media accounts bearing the College's name or displaying a relationship to the institution will be removed from the respective social media network after one year of inactivity if it is not in regular and direct support of institutional priorities.
- 5.7 Failure to comply with statements in this policy or standards set forth in STND-7420-01: Guidelines for General Social Media Usage and STND-7420-02: Guidelines for Individual Employee's Personal Use of Social Media may result in any of the following sanction(s):
  - 5.7.1 Probationary monitoring of a college-assigned social media account
  - 5.7.2 The loss of the privilege of managing a social media account, and/or
  - 5.7.3 Any other sanctions that may result from violation of any other applicable College policy.
- 5.8 Unless job duties entail the use of personal media accounts on behalf of the College and such use is explicitly authorized in writing by a vice president or designee, an employee's personal use of social media shall be deemed not in furtherance of their employment responsibilities on behalf of NPRC, and any postings from personal accounts shall not be considered a direct consequence of the discharge of his/her/their duties.

## **6. REVIEW STATEMENT**

Memorandums are reviewed within six months of effective date or prior to one calendar year if granted an extension.

## **7. APPROVAL**

Name

Title

Date

Revision Notes: Memorandum in Origination