



Social Media Management and Standards

1. PURPOSE

This policy 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 policy 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. SCOPE AND APPLICABILITY

This policy 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. REFERENCES

- 3.1 INDX-1310-01: Master Policy Index
- 3.2 CLDR-1310: Policy Review Schedule
- 3.3 INDX-1110-02: Document Naming Key
- 3.4 NPRC-2120: Corrective Action
- 3.5 STND-7420-01: Guidelines for General Social Media Usage
- 3.6 STND-7420-02: Guidelines for Individual Employee’s Personal Use of Social Media
- 3.7 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, 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. POLICY

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.

5.2.1 If a violation of this policy and/or its related standards is determined to be present, the violating employee will be requested to remove the post(s) in question as soon as practicable.

5.2.2 Denial of removal request will result in actions under NPRC-2120: Corrective Action.

5.3 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.

5.4 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.

5.5 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):

5.5.1 Probationary monitoring of a college-assigned social media account;

5.5.2 The loss of the privilege of managing a social media account, and/or;

5.5.3 Any other sanctions that may result from violation of any other applicable College policy.

6. RESPONSIBILITIES AND TIMELINES

6.1 This policy is enforced by the Vice President of Enrollment and Student Services, or designee.

6.2 The Director of Marketing and Public Relations, or their designee, is responsible for authorizing users who utilize social media on behalf of the College.

6.3 The Director of Marketing and Public Relations, or designee, is responsible for monitoring college-related social media accounts for proper use.

6.4 Human Resources Department, or their designee, is responsible for related actions under NPRC-2120: Corrective Action that may result from misuse of College social media accounts.

7. REVIEW STATEMENT

Review of this policy will occur in alignment with CLDR-1310: Policy Review Schedule.

8. SIGNATURES

Signature on file

3/14/25

Chairperson, Board of Trustees

Date

Signature on file

3/14/25

President

Date

Revision Notes: Policy in Origination