

Policy: 1.12

Social Media Marketing

Purpose

To strengthen the College's brand identity by setting minimum requirements for employees to share information via any KCKCC branded social media outlet by employees for professional use. This policy does not apply to private social media accounts. Private social media accounts should not use KCKCC branding.

Definitions

- Social media: websites, applications, and other platforms (for example, Facebook, Twitter, LinkedIn, Instagram, etc.) that allow users to create and share content or to participate in digital social networking.
- Branded: an account that displays distinctive organizational identifiable information such as logo or name.
- Employee: for the purposes of this policy only, refers to every individual employed by the college, whether faculty or staff, salaried or hourly, or full-time or part-time.
- Professional Use: the use of social media in connection with employment by the college or as an approved representative of the college.

Policy Statement

The use of social media websites is increasingly common for KCKCC departments and employees and these communications tools have the potential to create a significant impact on organizational, professional and personal reputations. In response to those concerns, the College has developed this Policy to assure that all College entities properly portray, promote and protect the institution, and to assist College entities in creating and managing their social media accounts.

The Policy Requirements:

- All social media accounts seeking to be college branded and used for professional purposes must be approved by the Marketing and Communication department in advance through an application process.
- Passwords to social media accounts (except for Facebook) will be provided to the Marketing and Communications department, after approval of account(s).
- Each social media account will have 2 responsible employee administrators assigned.
- Facebook accounts will be linked through Facebook Business Manager
- Each approved account includes a disclaimer statement, in the prescribed form, regarding content and opinions contained on the site.
 - *“Kansas City Kansas Community College accepts no responsibility or liability for any data, text, software, music, sound, photographs, images, video, messages, or other content generated by users and publicly posted on this site.”*
- Prohibited content is removed by College employees identified as account administrators or at the direction of the Marketing and Communication department.

- College employees must adhere to same standards of conduct online as they would in the workplace. Laws and policies respecting contracting and conflicts of interest, as well as applicable policies and guidelines for interacting with students, parents, alumni, donors, media and other College constituents apply online and in the social media context just as they do in personal interactions.
- Employees are fully responsible for what they post, re-post, like, share or otherwise interact with social media sites.
- An employee using social media shall not represent or lead another to believe that the user's personal opinions are endorsed by the college or any of its organizations.
- Content on college sites that: (a) violates copyright law; (b) is defamatory, obscene, or threatening; (c) constitutes stalking or unlawful harassment; (d) violates federal, state or local law, or (e) violates college policy is expressly prohibited.
- When using or posting online material that includes direct or paraphrased quotes, thoughts, ideas, photos, or videos, always include citations. Provide a link to the original material if applicable.
- Content shall not disclose confidential information concerning current or former college employees or students.
- Content shall not include proprietary information of the College.
- Content on college sites shall not support or advocate for or against any political issue, cause, party or candidate.
- Content on college sites shall not market, advertise, endorse or sell any personal business, product, service or benefit.
- Any substantive error shall be transparently corrected as soon as possible after the error has been identified.
- Employees maintaining a social media site for professional use shall check the pages regularly to ensure the content is in compliance with the provisions of this policy. It is recommended that social media sites for KCKCC professional use be checked three (3) times each day.
- Employees shall not access social media sites for personal use during College time.

Violations of Policy

The college shall have the right to review content posted to any site maintained in the name of the college, and may remove or cause the removal of any content that violates the policy or federal, state or local laws. The college may block posts of users that violate this policy, or restrict or deny a violator's access to college sites. College employees who violate this policy may also be subject to additional college discipline.

Board Approved: 12/15/2020