

SOCIAL MEDIA POLICY

DEFINITION

For the purpose of this policy, Social Media is defined as Internet or Mobile digital tools and systems used to share and/or receive information or conversation.

Nothing contained in this Policy shall be construed as denying employees their civil or political liberties as guaranteed by the United States and California Constitutions.

OFFICIAL USE OF SOCIAL MEDIA

Unless specifically authorized by _____ (Marketing Department?), no District employee may create an official District presence on any form of Social Media, now in existence, or created in the future, or represent themselves as a spokesperson or authorized representative of the District.

Some employees of the District may be required to use Social Media as a part of their employment responsibilities. If so, such status will be clearly stated in an employee's work responsibilities and will be approved in advance by the _____ (District Administration/Department?).

_____ (District Administration/Department?) may utilize Social Media to present information and content to the public and receive feedback from the public and the District. Content and information released on Social Media is equivalent to content and information released to the press and the public in any other format, including press release, letter to the media, open letter to the public, and related forms of media. Care must be taken that content and information released to the public over Social Media is accurate, does not violate applicable laws or District policy.

Official District Social Media may allow members of the public to comment or react to posted content and information. Individuals, including employees of the District acting in their personal capacity, may post or comment anonymously or identifiably.

In general, the District invites discussion of important ideas and issues through Social Media. However, the District reserves the right to remove posts or comments that are obscene, defamatory, offensive, contain threats of violence, abusive, spam or advertising, or unrelated to the content or information. The District also reserves the right to remove posts or comments that violate applicable laws including, but not limited to copyright and trademark or those that violate the use policies promulgated by the applicable Social Media provider.

PROHIBITED CONTENT

Employees of the District shall not use:

- Profane language or content;

- Content that promotes, fosters, or perpetuates discrimination on the basis of race, creed, color, age, religion, gender, marital status, status with regard to public assistance, national origin, physical or mental disability or sexual orientation;
- Sexual content or links to sexual content;
- Conduct or encouragement of illegal activity;
- Information that may tend to compromise the safety or security of the public or public systems;
- Content that violates a legal ownership interest of any other party;
- Images and/or video from incidents which have not been cleared for usage by the department.”

USE OF SOCIAL MEDIA ON DISTRICT TIME

Personal use of Social Media on College time is governed by Federal State and Local laws.

Community participation and engagement is encouraged; follow, like, share, comment, write reviews and opinions on District social media platforms.

As a representative of the college, participation must reflect the mission and goals of the institution. Any material that contradicts the values of the institution and is discriminatory, offensive or inappropriate as according to the definitions provided by the following policies, has the potential to have a negative impact on an individual’s employment or student relationship with the District (Policy 3420 Equal Opportunity Employment; Policy 3430 & 3433 Sexual Harassment; and Policy 5500 Standards of Student Conduct).

When using District Social Media, please be mindful of the following:

1. Honest about who you are
2. Clarity that your opinions are your own
3. Respect and humility in all communication
4. Good judgement in sharing only public information – including financial data
5. Awareness that what you say is permanent

USE OF SOCIAL MEDIA ON PERSONAL TIME

Personal use of Social Media on personal time is not governed by this policy, however individuals may not make statements or take actions at any time on Social Media that violate applicable law or District policy. Violating actions or statements over Social Media with a nexus to public employment may be governed by District policy or law.

All employees are reminded that they are accountable for their conduct while on duty and are accountable for off duty conduct when it could reasonably be expected to be disruptive of the

workplace or District operations; bring the District into disrepute and/or adversely and negatively impact the efficiency interests of the District as a public employer.

The District expects all employees to honor our values on diversity, equity and inclusion and will not tolerate discrimination including age, sex, race, color, creed, religion, ethnicity, sexual orientation, gender identity, national origin, citizenship, disability or marital status or any other legally recognized protected basis under federal, state or local laws, regulations or ordinances.