

I. Overview:

This policy applies to all social media use on behalf of the University of Arkansas Community College at Batesville (UACCB); social media content created or posted on UACCB sponsored websites and social media accounts; and social media content created or posted by members of the UACCB community, which includes employees, students and student organization representatives, in a personal capacity, if that content incorrectly creates an appearance of an endorsement by UACCB or violates applicable law or policies, including but not limited to UACCB Policies, University of Arkansas Systemwide Policies and Procedures, and Board of Trustees Policies. For purposes of this policy, social media includes but is not limited to texting, blogs and propriety platforms such as Twitter, Facebook, LinkedIn, Instagram, and YouTube. UACCB currently operates an institutional social media page on each of the aforementioned platforms.

II. Practice:

- 1) UACCB social media pages are managed by Media Relations personnel. With appropriate authorization, sites may be created in conjunction with UACCB's social media pages by individual departments or programs or members of faculty in connection with specific courses. With specific regard to Facebook, student organizations may create a closed group for organization members under the "Student Organizations" page with proper authorization from Media Relations. All departmental, organizational, or faculty pages should link to UACCB's main pages. Unauthorized use of the UACCB name, logo, or trademarks is strictly prohibited.
- 2) Members of the campus community wishing to create a departmental or course specific page should have a plan for maintaining the proposed social media page. Social media requires regular, active participation to be effective. Each authorized site must have a designated administrator who possesses the time and resources to engage in regular postings to keep content fresh. The Media Relations department must be provided with the name of the designated site administrator for each page and must be notified if any changes or additions occur in site administrators.
- 3) Only public information may be posted on UACCB media sites. Activity on UACCB social media sites is subject to all applicable state and federal laws, including but not limited to Family Educational Rights and Privacy Act (FERPA), and Health Insurance Portability and Accountability Act (HIPPA), as well as Board of Trustee policies, University of Arkansas Systemwide Policies and Procedures and UACCB policies governing inappropriate conduct such as sexual (or other) harassment, bullying, discrimination, defamation, infringement of copyright and trademark rights, and unauthorized disclosure of student records and other confidential and private information.
- 4) When posting as an administrator of an authorized UACCB social media sites, employees and student representatives should:
 - Identify themselves with their legal name and indicate their relationship with UACCB.
 - Carefully consider the accuracy, clarity, length (brief is better), and tone of your comments before posting. Posts on the College's social media sites should remain

professional and in good taste. Remember that social media posts remain accessible even after deleting.

- Be respectful of the views of others even if you disagree.
- Be truthful, accurate, and complete in describing UACCB programs and services.
- Strive to be accountable to UACCB social media audiences with regular updates and prompt responses when appropriate to both positive and negative comments.
- Obey the Terms of Service of the social media platform in which you are participating.
- Whenever appropriate, share content directly from UACCB's social media pages rather than duplicating it. When content is directly shared, it is linked back to UACCB's social media accounts. This facilitates the Media Relation's efforts to analyze social media traffic and engagement (e.g. "likes" and comments). In addition, posts originating from UACCB will have the appropriate links attached to bring the viewer back to the website or coordinating landing page.
- Whenever, as a member of the UACCB faculty, you utilize a social medium as a means of student participation in course work be sure to also provide a practical and appropriate alternative for students who may be unable or reluctant to utilize that social medium (for example, some students may not be comfortable with opening a Facebook account).
- Comply with Board Policy 100.7 regarding the use of the University name and trademarks.
- Comply with Board Policy 280.1 regarding web accessibility.

5) When posting on authorized UACCB social media sites, employees and student representative are prohibited from:

- Creating or posting personal social media content that implies that the content is on behalf of or is endorsed by UACCB;
- Making any false or misleading statements;
- Promoting or endorsing violence;
- Promoting or endorsing any illegal activity;
- Making statements in violation of UACCB's non-discrimination policy, which prohibits discrimination based on race, religion, gender, disability, sexual orientation, national origin, citizenship, or other characteristic protected by law.
- Using UACCB's name to promote a product, cause, political party or candidate.
- Posting or storing content that is obscene, pornographic, defamatory, racist, excessively violent, harassing, threatening, bullying or otherwise objectionable or injurious.
- Posting third party trademarks (such as logos, names, brands, symbols and designs) without permission from the trademark owner. The "@" symbol indicates that the mark is federally registered and the owner has the exclusive right to use it. The "TM and SM" symbols indicate that the owner may have common-law rights, but the mark is not federally registered.

6) UACCB reserves the right to remove any post from a UACCB social media site that contains profanity, derogatory or discriminatory statements or that harasses users or violates any other provision of this policy.

- 7) When posting or transmitting personal social media content using computers that are not owned or operated by UACCB, employees and students should:
- Comply with all applicable laws, regulations, and policies regarding the disclosure of confidential or proprietary information;
 - Comply with all applicable copyright and fair use laws and policies of UACCB, the Board of Trustees and the University of Arkansas System;
 - Refrain from creating or posting personal social media content that implies that the content is on behalf of or is endorsed by UACCB;
 - Refrain from using marks, logos or images belonging to UACCB or to the University of Arkansas System.
- 8) UACCB is committed to fostering an educational environment that allows for freedoms of speech and expression in accordance with the First Amendment to the U.S. Constitution. Further, UACCB understands that employees may communicate with their co-workers about the terms and conditions of their employment through social media, and that these exchanges may be protected by law. Nothing in this policy should be construed as a limitation on those rights.

III. Violation and Enforcement

Suspected violations of this policy should be reported to the assistant to the chancellor. In accordance with UACCB's non-retaliation policy, UACCB prohibits retaliation against any member of the campus community for making a good faith report of a potential UACCB legal or policy violation. Any employee who violates this policy will be subject to disciplinary action up to and including termination. Student representatives, including members of the Student Government Association, UACCB Ambassadors, and members of student organizations who violate this policy will be subject to disciplinary action as per the Student Code of Conduct.

IV. Additional Information

Please seek guidance from the Media Relations office if there are any questions or doubts concerning content to be posted to UACCB social media sites.

Adopted: July 6, 2016
Revised: August 2, 2016