



## Social Media Acceptable Use

### Southeast Technical College Policy STC 1011

#### 1. Purpose

This policy establishes guidelines for using social media to represent or discuss matters related to Southeast Technical College (STC) and sets forth rules for the administration of STC social media sites.

#### 2. General Statement of Policy

This policy applies to STC affiliated social media accounts as well as any online platform that could be reasonably attributed to represent STC including: video, audio, and photo sharing services; social bookmarking site; public comment sections; user created web pages; and any other internet-based social media applications similar in purpose or function.

#### CONTENT GUIDELINES

STC employees and students must not post confidential or proprietary or protected information about STC, or its students, employees, or alumni. Employees must follow all applicable federal regulations, including the Family Educational Rights and Privacy Act (FERPA) and the Health Insurance Portability and Accountability Act (HIPAA), as well as all relevant STC privacy and confidentiality policies. Employees or students who share confidential information may face disciplinary action.

STC employees and students are reminded that they must comply with all STC policies including related prohibitions on harassment and discrimination (including retaliation).

No person may use STC's name to promote a product, cause, or political party or candidate.

#### BRANDING AND LOGO USAGE

All STC-affiliated social media accounts must follow the branding standards set forth in the Branding Identity Standards Manual, including appropriate sizing, placement, aspect ratios of all STC logos, and the correct use of color palettes and typography.

No person may use STC logos, images, or iconography without explicit STC consent.

#### INTELLECTUAL PROPERTY

STC employees and students shall not disclose information that is private, commercially sensitive, or protected intellectual property on STC-affiliated social media accounts without the consent of STC. This includes copyrighted material and images or content generated without permission regardless of the source.

#### TERMS OF SERVICE

All STC employees and students shall obey the Terms of Service for all social media platforms.

## ACCOUNT ADMINISTRATION

### OBTAINING AN ACCOUNT

Student groups, academic departments, and STC offices wishing to activate a new STC-affiliated account shall contact STC Marketing Office for permission, criteria, guidelines, and best practices.

### ACCOUNT ADMINISTRATORS

STC Marketing Office personnel will have administrative access to all STC-affiliated social media sites.

### STUDENT ORGANIZATIONS

All student organization accounts will be overseen by a full-time STC employee who will also serve as an administrator on the page, in addition to STC Marketing Office personnel.

### RIGHT TO DEACTIVATE

If an account becomes inactive or does not follow institutional policy, STC retains the right to deactivate or delete the account(s).

### PERSONAL PAGES

Personal social media pages should be kept separate from STC institutional, departmental, or organizational pages. Personal comments posted on social media must not be presented as official statements or opinions of STC, nor should they imply any affiliation with STC.

Users and administrators of social media sites must not use the sites for personal benefit or gain, for the benefit or gain of other individuals outside the organization, or in a way that compromises the security or integrity of STC property (including intellectual property), information, or software.

## 3. Definitions

**Social media** includes all digital platforms, websites, and applications that enable users to create, share, and engage with content or participate in social networking. This includes both public and private accounts or pages operated on behalf of STC or by individual employees or students representing the college.

## 4. Related Policies

STC 706 & STC 706.1 - Harassment

STC 709 – Code of Conduct

STC 910 & STC 910.1 - Harassment

STC 914 & STC 914.1 - Sex/Gender Harassment, Discrimination and Misconduct

STC 930 – Student Conduct/Discipline

## 5. Dissemination of Policy and Training

The policy is located on STC's website under Consumer Information – Southeast Tech Policies, as well as in the Student Handbook and the academic catalog.

Board Approved:

Policy adopted:	Date	Board Action
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