

# **SOCIAL MEDIA GUIDELINES**

*Guidelines for employees regarding usage of  
social media platforms*

Version 1.0

TJC leadership understands and recognizes the importance of communicating through electronic and social media. Employees of TJC who participate in social media are encouraged to present a professional presence online that is consistent with TJC's educational mission.

This policy provides guidance for employee use of social media, which should be broadly understood to include social network sites (such as Facebook, Twitter, Instagram, Snapchat, etc.), all forms of social media (such as text messaging, instant messaging, email, blogs, chat rooms, video-sharing web sites), and other editorial comments posted on the Internet.

The following policies apply to professional use of social media on behalf of TJC as well as personal use of social media:

- With respect to TJC official sites, the following apply:
  - Only official TJC logos or branding may be used,
  - Individual views are prohibited, and
  - Must be approved by TJC's Social Media Specialist in advance.
- TJC may remove any content from its official media sites that violate this policy.
- As an employee of TJC, you are a representative of our institution, regardless of whether you are currently at work. Avoid writing or posting anything that is inconsistent with TJC's mission or would create a disruption in the workplace.
- If an employee chooses to use social media for personal purposes, the employee is responsible for using privacy tools, and should always assume that everything you write, exchange or receive on a social media site is public. Employees are encouraged to adjust privacy settings to prevent viewing by students. Employee is responsible for content on your page. Such content should be consistent with the educational goals and purpose of TJC and should not undermine the effectiveness of the workplace or the inclusiveness of the College.
- Employees' social media activities should not interfere with your job duties and responsibilities. Those who participate in personal social media should do so during breaks, mealtime or off time. Personal social media accounts should not be accessed during work hours.
- Only public information should be posted. No sensitive, personal, or confidential information (as defined by applicable law) may be included in any post or comment.
- Never share photos or personal information about our students unless you have their express written permission to do so (or the written permission of their parent or guardian if under 18). This includes humorous stories and encounters you may have had recently or in the past – even if you believe the student may understand. The privacy of our students is paramount.
- Never post comments about a coworker, student or vendor that could be perceived as defamatory, harassing, hurtful, threatening, retaliatory or discriminatory.

- Never share confidential information such as student information, operations, strategies, personnel matters, health issues of another person, academic records or financial matters.
- Do not respond to negative or offensive posts about TJC. This often does more harm than good. Please report anything you find to TJC's Social Media Specialist.
- TJC will not tolerate any posts or comments that are obscene, incite violence, or are defamatory.
- Never respond as a representative of TJC unless your job description and job responsibilities designate you as such. Be sure that any postings or comments on personal social media sites are clearly your views and do not appear to be the views of TJC.
- TJC does not endorse people, products, services and organizations. Never make an endorsement on behalf of TJC.
- Unless approved in advance and in writing by Marketing and Communications, your social media name, handle and URL should not include TJC's name, logo, or other branding.
- TJC discourages employees in management/supervisory roles from initiating "friend" requests with employees they manage. Managers/supervisors may accept friend requests if initiated by the employee, and if the manager/supervisor does not believe it will negatively impact the work relationship.
- TJC discourages employees from associations with/or "friending" students on social media.
- Private workplace issues which are not a matter of public concern should not be posted online.
- If an employee allows access to his/her social media account by students or the public, or otherwise makes online posts that create a disruption to the College's workplace or its educational mission, then it may result in discipline, up to termination.

Misuse of social media or violations of this policy may result in disciplinary actions up to and including termination.