

OGDEN-WEBER TECHNICAL COLLEGE	Number 520.22	Effective Date 5/23/13 Revised 2/27/20	Page 1 of 1
POLICY	Approval		
Title			
SOCIAL MEDIA			

1. PURPOSE AND SCOPE

It is the purpose of the policy to provide guidelines for College-owned social media accounts.

2. POLICY

It is the policy of the College that content on College-owned social media accounts shall comply with federal and state laws and institutional policies.

3. DEFINITIONS

3.1 Post: Content an individual shares on a social media site or the act of publishing content on a site.

3.2 Profile: Information that a user provides about himself or herself on a social networking site.

3.3 Social Media/Network: A category of internet-based resources that enable the user to generate content and encourage other user participation.

4. REFERENCES

- Ogden-Weber Technical College Corrective Action (#520.29)
- Ogden-Weber Technical College Employee Conduct (#520.30)
- Ogden-Weber Technical Employment At-Will (#520.9)
- Ogden-Weber Technical College Information Technology Acceptable Use policy (#540.19)
- Ogden-Weber Technical College Student Non-Discrimination policy (#530.5)
- Ogden-Weber Technical College Employee Non-Discrimination policy (#520.38)
- Ogden-Weber Technical College Title IX Sexual Harassment, Sexual Violence, and Related Conduct Violations policy (#520.8)
- Family Education Rights and Privacy Act of 1974 (FERPA)
- Health Insurance Portability and Accountability Act of 1996 (HIPAA)

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Title SOCIAL MEDIA			

1. All College-owned social media accounts shall be approved by administration and are the property of the College.
2. The College's Marketing Department has administrative rights for all College-owned social media accounts.
3. Official College-owned accounts must appropriately use the institution's official logos and/or marks.
4. Confidential information about College students, employees, or alumni shall not be posted on College-owned accounts. Postings shall follow applicable federal requirements such as FERPA and HIPPA.
5. Employees and students shall follow the College's Information Technology Acceptable Use policy.
6. Postings on College-owned social media accounts that violate the law, College policy, or host website policies are prohibited. The College reserves the right to remove any content that violates law or policy.
7. Employees are not authorized to speak to the media on the College's behalf. All media inquiries shall be directed to Marketing and/or a designee.
8. Employees shall not use College email addresses to register on social networks, blogs, or other online tools generally utilized for personal use unless the activity is College-related.
9. Supervisors shall not use social media profiles to review and screen applicants prior to conducting interviews. However, social media review as a part of the background check process for a finalist is acceptable and shall be conducted by Human Resources.