

## SOCIAL MEDIA USE POLICY

01/12, 06/19, 05/22

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### **PURPOSE:**

Bellin College recognizes the prominence of social media for personal communication and individual expression. Bellin College understands that employees and students may maintain or contribute to personal blogs, message boards, conversation pages, and other forms of social media (including, but not limited to, Facebook, Instagram, LinkedIn, Snapchat, and Twitter). The intention of this policy is to:

1. provide guidelines for appropriate use of social media for those not designated as official Bellin College social media users with the specific duty of promoting Bellin College;
2. and to protect the confidentiality of faculty, staff, and students when using social media.

### **SCOPE:**

Applies to all Bellin College employees (faculty & staff), students, and volunteers.

### **POLICY:**

1. If an employee posts information related to Bellin College or their job, they shall exercise good judgment and adhere to Bellin College's Code of Ethics, Values, the Social Media Use policy, and other policies.
2. Employee social media may not be used in any way that is detrimental to the reputation, mission, and functions of Bellin College. Employees bear full responsibility for the material they post on personal blogs or other social media, even where the posting occurs during non-work hours.
3. Employees will refrain from commentary regarding Bellin College employees including students, volunteers, and contracted workers that are inaccurate, inappropriate, threatening, harassing, slanderous, or damaging to relationships, teamwork or Bellin College or Bellin Health.
4. Employees may not post photos or videos of themselves or other employees in Bellin College uniforms or attire or within Bellin Health facilities including clinical sites.
5. In posts, comments, or responses on subjects related to Bellin College, healthcare, or similar topics, employees will make it clear that the views expressed in the social media forum are personal and do not necessarily represent the views of Bellin College.
6. If a media inquiry is generated related to Bellin College, it must be directed to Development and Public Relations.
7. Personal use of social media sources may only be conducted on breaks or personal time.

Social networking sites present unique opportunities for employees to communicate with friends, family, colleagues, and the general public. However, employees and students should bear in mind that the information on such sites may not be private. While Bellin College has no general practice of reviewing any employee's or student's profile on Facebook, Instagram, LinkedIn, Snapchat, and Twitter, or similar websites, employees should be aware that, if such profiles contain comments and opinions that directly, or indirectly, shed a negative or unprofessional light on the organization, colleagues, business partners etc., they are not protected communication. Such information may form the basis for an appropriate investigation and can lead to disciplinary action.

### **STUDENTS:**

Regarding social media, Bellin College will consider the safety of our students, the reputation of students and programs, college values, student foundational behaviors, etc. If there is a misuse of social media, such as unprofessionalism, bullying, substance abuse, illegal action, etc., the college has a right to investigate the concern. Any College policy violations that are documented because of such an investigation will result in appropriate disciplinary action by the College.

Student organizations are allowed to have social media accounts that represent their organizations. However, for each social media account, a username and password must be on file within the student affairs office, and each student organization facilitator must also have access.

The usage of the Bellin College logo is not permitted on social media except for the official Bellin College social media accounts. If a student wants to make a non-related student organization account on behalf of Bellin College students, it needs to be a private account and must state it is not affiliated with the official Bellin College pages. All student organizations are responsible for their actions and posts.

If a student organization is looking for help in regards to creating a graphic or post, they can contact the Bellin College Marketing Department.

Any College policy violations that are documented will result in appropriate disciplinary action by the College through the appropriate conduct process.