

ONLINE SOCIAL MEDIA NETWORKING

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ONLINE SOCIAL MEDIA AND NETWORKING POLICY

Online social media and networking (collectively, "social networking") allow the College, its students and employees to reach many audiences. Social networking includes web-based or mobile technologies used for interactive communication, whether for personal, educational, or business use. These forms of communication include collaborative projects (e.g., Wikipedia), blogs and microblogs (e.g., Blogspot, Twitter), content communities (e.g., YouTube, Instagram), and social networking sites (e.g., Facebook, Google+). The Board recognizes the value and potential of these online social networking tools to support and communicate the College's mission.

College-Controlled Sites. The Board authorizes the President to establish and supervise online social media networking sites limited to official College business and initiatives (collectively, "Official Sites"). The President shall establish and maintain appropriate College procedures governing the use of Official Sites.

Official Sites shall not use, or allow the use of, language, photographs, and other forms of communication that:

1. Use derogatory language or demeaning statements;
2. Threaten others;
3. Promote hazing, harassment, vandalism, stalking, underage drinking, illegal drug use, or other inappropriate behavior inconsistent with the College's public educational mission and purpose for the Official Sites;
4. Violate local, state or federal law;
5. Contain spam;
6. Advertise or sell goods or services, except as part of a College activity authorized by the President;
7. Contain comments or posts unrelated to the College or contrary to the purpose of the Official Site;
8. Infringe on copyrights or trademarks; or

9. Otherwise disrupt the Official Site's purpose.

The President, consulting with legal counsel as needed, may direct staff to remove any post or other online communication from an Official Site if required to maintain the College's integrity and educational mission.

Official sites shall include, whenever possible, a statement substantially similar to the following: "This website is an official communication of Craven Community College, and is subject to certain restricted uses. No person communicating via this site (whether a state employee, student, private business, or member of the public) should have an expectation that any communication on this site is private. All communication on this site may be subject to disclosure under the North Carolina Public Records Act".

Official Student Group Sites. Officially recognized student groups may use College resources to maintain a social networking site for the purpose of promoting their group and communicating with the College community and public. The College shall not regulate an official student group's site based on the viewpoint or opinions expressed by the student group. However, all official student group sites shall comply with the Board's Student Code of Conduct and Sexual and Other Unlawful Harassment Policies.

Personal Sites. The Board recognizes that employees and students may maintain personal websites and online social networking accounts that express their personal opinions and viewpoints. The College does not authorize, and specifically disclaims any responsibility for, any personal site established by an employee or student. Such personal online presence is not supervised by the College. However, employees and students remain subject to discipline for violation of any applicable portions of the Board's policies. No employee or student is authorized to use College logos, trademarks or other intellectual property on their personal site. Employees and students must not claim or imply that they are speaking on behalf of the College. Employees and students are personally responsible for any legal liability arising from or relating to their use of social networking services and sites. Any personal online activity (in any form) by an employee or student that violates state or federal law will subject the employee or student to disciplinary action pursuant to the applicable employee or student handbooks.

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