

ONLINE SOCIAL MEDIA NETWORKING

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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, blogs, content communities (e.g., YouTube), and social networking sites (e.g., Facebook, Instagram, X). 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. The interactive components of Official Sites (e.g., public comments and replies) shall be maintained by the College as limited public forums dedicated to discussion of topics related to the College's programs, services, and operations. The College will enforce clear, published rules in a viewpoint-neutral manner and will take the least restrictive action necessary to address rule violations.

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

- Constitute unlawful harassment of specific individuals or unlawful discrimination, or contain obscenity or child sexual abuse material;
- Threaten others;
- Promote or depict unlawful activity, including hazing, harassment, vandalism, stalking, underage drinking, or illegal drug use;
- Violate local, state or federal law;
- Contain spam;
- Advertise or sell goods or services, except as part of a college activity authorized by the President;
- Are clearly off-topic relative to the College or to the subject of the specific post;
- Infringe on copyrights or trademarks; or
- Materially disrupt the ability of others to access or participate in the forum, including by flooding or repetitive posting.

The President, consulting with legal counsel as needed, may direct staff to remove or hide user-generated content from an Official Site when it violates the enumerated rules above. Where feasible, the College

will remove specific violating content rather than restrict an entire account. Temporary account-level blocking may be used for repeated or egregious violations after notice and warning, consistent with published procedures and subject to an appeal and unblock process.

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". Administrators will document moderation actions (including removals and temporary blocks) and preserve records consistent with the College's public records retention requirements.

The College will not remove content or block users based on viewpoint. Subject-matter restrictions (e.g., off-topic content) will be applied in a reasonable and consistent manner tied to the forum's purpose.

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.