



Bethany

Employee Social Media Policy

It is suggested that all employees of Bethany College practice restraint while engaging in any social media platform. All should be aware that whether they specifically identify the employer, consumers may associate views and comments with the College. All shall be aware of slander and libel laws when posting on social media. All employees are entitled to free speech, and the faculty shall be entitled to academic freedom; however, all employees shall consider the impact any social media posts may have on the institution. As a private not-for-profit institution, the College has the right to limit sharing of proprietary, confidential, or recruitment strategy information.

Social media include, but are not limited to, Twitter, Snapchat, Facebook, Instagram, GroupMe, and webpages. Email and telephone communication, including text messages, private messages, and personal message applications are not social media. All employees shall be aware that termination and grievance procedures may apply to actions covered under this policy. Employees shall be entitled to due process for any allegations related to social media.

All employees must comply with FERPA and HIPPA policies. Athletic staff must comply with current NCAA rules regarding social media. Employees must report conduct that may constitute a violation under the College's Title IX Policy and Procedures. All employees are expected to abide by the College's policies on acceptable use of technology resources (computers, telephones, Internet access, etc.). All employees should be aware that the College regularly monitors traffic on its data network and data stored on its networked devices to ensure compliance with the College's policies.

College Owned/Endorsed Accounts

Only those individuals specifically designated in writing by the College shall post notices or information for the College. This responsibility typically falls to the Cabinet members and the Manager of the Communications Office.

Examples of college owned/endorsed accounts include: Bethany homepage, Bethany Athletics on twitter.

Program Accounts

Departments or programs may elect to have social media accounts. These sites may or may not be linked to the Bethany webpage or college-owned accounts. The decision to link program accounts to the webpage or other college-owned accounts will be at the discretion of the program manager or department chair. Program accounts can post announcements that impact the program or department. The passwords for all program accounts shall be provided to the Communications Manager. This individual will not have the authority to monitor or censor content.

Departmental social media sites should not be managed by students without direct oversight from an employee.

Examples of program accounts include: Bethany College Social Work Department page on Facebook, Student Activities Council on Twitter.

Personal Accounts

Employees shall exercise good judgment and be prepared to deal with any consequences that result from actions or statements online. Employees shall clearly identify that statements they make are their personal opinions, and not those of the college.

Examples of personal accounts include: Your Name on Facebook, Your Alias on Twitter.