



Category

POLICY: 2-07 Social Media

Approval

LT Approved:

Effective Date: 07/01/2022

Revised: 07/01/2022

Responsible Party: Vice President, People & Culture

SOCIAL MEDIA

Staff and faculty use of social media can pose risks to the College's confidential and proprietary information, reputation, and brands, and can jeopardize the College's compliance with business rules and laws. To minimize these business and legal risks, the College expects its staff and faculty to adhere to the following guidelines and rules regarding use of social media on any device. If the College's computer or other device is used to access social media, the College's electronic information and communication policy is also applicable.

This policy requires that:

- Accounts established on behalf of WSU Tech should be clearly stated and officially approved by the Executive Director, Strategic Communications.
- Each social media account will have designated official administrators.
- Inappropriate, offensive, injurious, and illegal content may be removed by WSU Tech employees identified as account administrators.

Social media is never to be used in a way that violates College policy or staff/faculty obligations. If a post would violate any College policy in another forum, it will also violate it in an online forum. Staff and faculty are prohibited from using social media to post or display comments about co-workers, students, and supervisors that are vulgar, obscene, threatening, intimidating, harassing, or a violation of the College's workplace policies against discrimination, harassment, or hostility on account of age, race, religion, sex, ethnicity, nationality, disability, or other factors prohibited by law.

Staff and faculty of the College are prohibited from representing the views of the College in the social media unless they are assigned by management to do so as part of their job.

Since technology is advancing so rapidly, this policy does not attempt to list each element of the College's policy on use of social media. Employees uncertain or concerned about the appropriateness of any statement or posting, refrain from making the communication until discussed with your Dean or Director.

Inappropriate use of social media may result in disciplinary action, up to and including termination of employment.