Kishwaukee College, hereafter referred to as the College, may establish an official College presence on

College Operations	4.12
4.12.01 Social Media	*Adopted: September 10, 2013*
	Reviewed: September 10, 2013; July 11, 2017; March 10, 2020
	Revised: July 11 2017; March 10, 2020

social media websites to facilitate information sharing and community engagement. Social media communication tools are to be used for official College business such as marketing to potential students; communicating with prospective and current students, alumni, and employees; educating the public about the College and its mission, programs and events; and for emergency communications.

The Marketing and Public Relations (MPR) department will be the administrators of the College's presence on social media sites, including, but not limited to, Facebook, Instagram, Twitter, and YouTube. Other areas of the College desiring to establish departmental or program sites should obtain approval from the Director of Marketing or their designee prior to creating social media sites. Only authorized individuals may send or post messages on social media sites on behalf of the College.

When using social media for College business: All College policies apply to an employee's postings and social media content:

1. All College policies apply to an employee's postings and social media content.
2. The College reserves the right to monitor employee use of social media as it relates to official College business. Social media sites are public spaces, and any discussion of confidential College information is prohibited.
3. Personal social networking accounts should not be used to set-up or conduct College business, nor should College social networking accounts be used to conduct personal business.
4. The College reserves the right to pre-screen, refuse, or remove (without notice) content that is on College approved social media pages.
5. The College reserves the right to remove or ban persons who "like" or "follow" College social media pages at its discretion in order to maintain the credibility and image of the page.

When using social media that is not part of official College duties:

1. It should be done on personal time using personal computers or devices, and not College resources.
2. Employees must be clear that they are speaking for themselves and not on behalf of the College when using social media and talking about the College. They should also include a disclaimer that the views expressed are personal to the author and do not necessarily represent the views of the College.
3. Employees may not use the College's official logos, graphics, or other branding without prior written approval from the Director of Marketing or their designee.
4. Employees must abide by College policies regarding confidentiality and FERPA regulations when posting on their personal social networking accounts.