



ANNA MARIA
COLLEGE

SOCIAL MEDIA POLICY

I. Introduction

Anna Maria College recognizes that social media provides opportunities to actively and easily conduct interactive discussions and share information with a large audience at one time. In order to showcase the best of Anna Maria College and our ideals as values-based institution of higher learning, we ask that your social media activities be guided by the following principles.

- **Be civil:** Keep all comments polite and appropriate.
- **Be transparent:** It should be clear that you are employed by the college. As such, remember your role as an employee supersedes the informal, friendly rapport associated with social media.
- **Respect privacy:** Don't share proprietary or confidential information. College confidentiality policies, state and federal laws and FERPA rules apply to social media as well.
- **Properly represent Anna Maria College:** Make certain that you are authorized by your supervisor to post and that the information you are posting is verified and factually accurate.
- **Remember that everything you post is public:** The web never forgets – all posts can live on forever. Anything you post can be viewed and shared by those in your network. A best practice is to regularly review your privacy settings.
- **Ask for help:** When in doubt, have questions or need assistance, contact Michael Miers, Chief Information Officer at (508) 849-3326.

To minimize risks associated with social media, the College expects that all employees will adhere to the guidelines and rules regarding social media identified in this Policy. This Policy does not affect or undermine other Anna Maria College policies or procedures, such as, the Advertising and Sponsorships Policy, Code of Ethics Policy, Communication Policy, Media Policy, Public Access to Information Policy, Sexual Harassment Policy, Graphic and Branding Standards, and the Information Security Plan. Every employee must adhere to all Anna Maria College policies at all times.

II. Permissible/Impermissible Use of Social Media at Anna Maria College

Anna Maria College employees are permitted to use social media sites to interact with current students, prospective students, and alumni if approved in advance by a supervisor or department manager. Employees who use social media for Anna Maria College business are not allowed to use their personal accounts for this purpose; rather they are expected to create an account in the College's electronic communication system specifically for Anna Maria College business. Employees may update their personal social media accounts during meal or other breaks as long

as doing so does not interfere with College business, their job performance, or violate any Anna Maria College policy.

III. No Expectation of Privacy

In accordance with the Anna Maria College Communication Policy, all electronic communication, systems, and information used for or at Anna Maria College are property of the College. As such, users should have no expectation of privacy when using these systems. Anna Maria College reserves the right to monitor, capture, review, and delete any data or correspondence on any college-owned device at any time, with or without notice.

IV. General Provisions

This section describes acceptable and unacceptable uses of social media by employees of the College. Individuals must use their best personal judgment when using any form of social media and must ensure that doing so does not violate this or any other College policy. All use of social media must conform to the following guidelines:

A. General Provisions Applicable to Use of College Social Media Sites

- (1) All official Anna Maria College social media pages must use appropriate logos and branding. Student organizations, clubs, sports teams, and other recognized groups may use the “Anna Maria College” name and logo. Employees may not link to their personal social media sites in their email signatures unless otherwise approved by their supervisor or department manager. Contact IT/Marketing for brand assistance.
- (2) You may not use acronyms or shortened versions of Anna Maria College’s name, slogan, or logo in the titles or account names of official College pages (unless there are space constraints). For example, “AMC Learning Center” should be “Anna Maria College Learning Center.”

B. General Provisions Applicable to Use of Personal Social Media Sites

- (1) Employees may not anonymously post or transmit any content that would specifically violate this Policy.

C. General Provisions Applicable to Use of Any Social Media Site

- (1) All employees using social media are expected and required to conduct themselves in a professional manner consistent with the College’s policies and standards of conduct.
- (2) Employees must not reveal any confidential, privileged or unauthorized information about the College. Employees must be particularly careful to avoid the inadvertent disclosure of confidential information about students. See the College’s Code of Ethics for further guidance.

- (3) Any online postings or transmissions that constitute “endorsements” or “testimonials” attributable to the College or any of its employees must be accompanied by a disclaimer stating that (1) the author is an employee of the College and his/her position; (2) the author is not authorized as a spokesperson of the College; and (3) any expressed views or opinions belong exclusively to the author and do not necessarily reflect those of the College.
- (4) Any online activity – especially editorial, opinion or commentary – must be clearly attributable exclusively to the author in his/her individual capacity, and not as a representative or spokesperson for the College.
- (5) Employees are expressly prohibited from using social media to engage in any activity or conduct that violates federal, state or local law.
- (6) Employees are prohibited from using social media to engage in any activity that creates a conflict of interest for the College or any of its employees or that is otherwise adverse to the interests of the College.
- (7) Managers, supervisors and department heads are expressly prohibited from using any review or recommendation feature or system on a social media site to post personnel reviews or other comments about subordinate employees.

This Policy is not intended to interfere with employee rights of mutual aid and protection under the National Labor Relations Act, 29 U.S.C. sections 151-159, as amended.

V. Misuse

The College encourages anyone who uses social media in contravention of this Policy to be honest and admit the error as soon as it occurs. Although errors cannot always be erased, prompt notification can make a significant difference in the College’s ability to correct or remedy the issue.

VI. Complaints

Should any employee of the College become aware of a violation of this Policy, including but not limited to harassing, offensive, threatening or intimidating communication via a social media site, from another employee of the College, the recipient employee should report the violation to the Harassment Grievance Officer as soon as possible. The current Harassment Grievance Officer is Janice Ruggieri, the Interim Director of Human Resources, who can be reached at (508) 849-3398. If you prefer, you may contact Andrew Klein, Vice President of Student Success and Retention, who has been designated as the Alternate Harassment Grievance Officer. He can be reached by phone at (508) 849-3313. Any employee of the College who is aware of any violation of this Policy is required to report such violations immediately to his/her supervisor, or member of management, or Human Resources.

VII. Questions

Anyone who is unsure whether a particular posting or contribution to online social media violates this Policy is encouraged to ask his/her appropriate member of the Senior Staff or any Senior Staff

Member. As a general rule, if you are hesitating to post something, it probably should not be posted, but questions and concerns are nevertheless welcomed and encouraged.

If an employee needs assistance in developing their social media page, they should contact the Marketing and College Relations department.

VIII. Discipline

Any employee who violates this Policy, including failing to immediately report violations by others, shall be subject to appropriate discipline, up to and including termination of employment.¹

IX. Reservation of Rights and Waiver

The College intends to follow each provision of this Policy but reserves the right to change any provision at any time if circumstances warrant or require. A failure to enforce this Policy does not constitute a subsequent waiver of the right to address any violation of this Policy. This Policy shall be read and interpreted in conjunction with all other College policies and procedures. The President or his designee may establish administrative procedures and protocols to carry out this Policy.

This Policy was adopted by the College on March 10, 2017

Anna Maria College

Mary Lou Retelle
President

¹ Subject to any at-will status.

Acknowledgement of Receipt of Policy

I acknowledge receipt of this Social Media Policy from the College and that I have read it. I understand that all social media usage and all information transmitted by, received from, or stored in these systems are the property of the College. I also understand that I have no expectation of privacy in connection with the use of the College's electronic communications or with the transmission, receipt or storage of information in these systems. I acknowledge and consent to the College monitoring my use of its electronic communications at any time, at its discretion.

Name (Print)

Signature

Date

Witness