

Policy Title: **SOCIAL MEDIA**

### **Introduction**

Fox Valley Technical College respects the free speech rights of its employees and nothing in this policy infringes upon those rights. However, employees may be seen by others as representing official College views when participating in blogs, chat rooms, and online social networks such as Facebook, LinkedIn, Twitter, Instagram, TikTok, etc.

As with all internet and email-related activity, it is FVTC's right to lawfully monitor employees' use of social media to protect the College's legitimate business interests and core values. If a concern is brought forward, employees should have no expectation of privacy in any activity in which they engage on social media as this is information that can be shared by a complainant as part of an investigation.

FVTC has well established means to communicate with employees, students, customers, vendors and the media, including social media. Only individuals officially designated by the College have the authorization to speak on behalf of the College to these audiences. Please refer to the Acceptable Use of Computers and Electronic Media Policy for more related information.

### **General Social Media Guidelines**

Employees are expected to use good judgment and discretion when using social media. The same College policies and practices that apply in person also apply to employee online activities. See Conflict of Interest, Code of Ethics, Affirmative Action, and Sexual Misconduct Policies for more information.

Each member of the faculty and staff has an on-going obligation for the stewardship of the public's trust both legally and ethically. All employees have the responsibility to carry out his/her duties within the spirit of ethical conduct that is consistent with the College's core values, as well as adhere to the applicable education code provisions of the State of Wisconsin and other local, state, and federal laws. Please see Code of Ethics/Conflict of Interest, Equal Opportunity, and Sexual Misconduct Policies for more information.

The College uses social media to supplement traditional press and marketing efforts. Employees are encouraged to share FVTC news and events, which are a matter of public record, with their family and friends. Linking straight to the information source is an effective way to help promote the mission of the College and build community. When you might be perceived online as an agent/expert of the College you need to make it clear to the audience that you are not acting as a representative of FVTC or FVTC policy. While the guidelines below apply only to those instances where there is the potential for confusion about your role as a College agent/expert versus personal opinion, they are good to keep in mind for all social media interactions. Ensure your profile and related content are consistent with how you wish to present yourself to colleagues and students.

## **Maintain Confidentiality**

Do not post confidential information about FVTC students, staff, alumni or fellow employees. Use good ethical judgment and follow College policies and federal requirements, such as the Health Insurance Portability and Accountability Act (HIPAA) of 1996 and the Family Educational Rights and Privacy Act (FERPA). Review [HIPAA](#) requirements and [FERPA](#) for more information.

## **Use of the Fox Valley Technical College Logo and Endorsements**

It is acceptable to share College created social media content on your personal social media sites. Do not use the College's name to promote or endorse any product, cause or political party or candidate.

## **Respect Your Audience**

Do not use slurs, obscenities, or insults on the basis of age, color, creed, handicap, national origin, race, religion, sex or sexual orientation. Please see Code of Ethics/Conflict of Interest Policy, Affirmative Action/Equal Opportunity, and Sexual Misconduct Policies for more information.

## **Staff-Student Social Media Relations**

Employees are prohibited from establishing unprofessional and inappropriate relationships with students per our Code of Ethics/ Conflict of Interest Policy, Equal Opportunity, and Sexual Misconduct policies. The same policies apply to social media as it does in person.

## **Disciplinary Action**

If you view something you believe is in violation of this policy, please contact your manager or Human Resources. Any violations of this policy may result in disciplinary action up to and including termination of employment to the extent allowed by law.

Please Note: Certain positions within the College are more forward facing and visible to the public. As such, the College will consider the impact of any violations of this policy to each employee's specific position, responsibilities, and the consequences to the College when considering whether disciplinary action, if any, is appropriate in response to a confirmed misuse of this Social Media Policy.

## **Related Policies for Reference:**

- [Acceptable Use of Computers Policy](#)
- [Code of Ethics/Conflict of Interest Policy](#)
- [Affirmative Action and Equal Opportunity Policy](#)
- [Sexual Misconduct](#)

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