



SOCIAL MEDIA POLICY

1.0	<p>Purpose: This Social Media Policy (“Policy”) governs Quinsigamond Community College’s (“QCC” or the “College”) official presence on any and all social media and networking sites. At all times, QCC’s Social Media presence shall exist for the sole purpose of supporting the College’s mission, goals and objectives.</p>
2.0	<p>Revision History: New Policy, approved by the Board of Trustees on June 10, 2015.</p>
3.0	<p>Definitions:</p> <ol style="list-style-type: none"> 1. Social Media: Any form of electronic communication or publication (e.g., websites for social networking and electronic publication) through which users create online communities to share information, ideas, personal messages, and other content. 2. Social Media Site Administrator: A College staff member (e.g. Department heads, Program Coordinators, or designees) who is assigned oversight of an official College Social Media site. 3. Authorized Individual: A person granted permission by a Social Media Site Administrator to post content to an official College Social Media account.
4.0	<p>Persons Affected: Authorized Individuals, Social Media Site Administrators and any students, faculty, or staff members who participate in QCC’s Social Media presence, whether through posting or commenting.</p>
5.0	<p>Policy:</p> <ol style="list-style-type: none"> 1. The Institutional Communications Office shall maintain an official Quinsigamond Community College Facebook page and any other official College social networking presence (such as Pinterest, Instagram, Twitter, etc.) 2. Only Authorized Individuals may send or post messages on social networking sites on behalf of QCC. 3. Use of the QCC Social Media presence for personal or political purposes is prohibited. 4. Only College staff and faculty can act as a Social Media Site Administrator. Authorized Individuals participating must work under the supervision of the assigned Social Media Site Administrator. 5. The College reserves the right to monitor and/or remove any postings and comments on any official QCC Social Media venue that violate this Policy. 6. Postings and comments on any official QCC Social Media presence must conform to the Quinsigamond Community College Web and Social Media Guidelines. 7. Postings and comments on any official QCC Social Media presence that violates any existing College policy, State or Federal law is prohibited and shall be removed at QCC’s discretion. 8. QCC will not tolerate any posting that infringes on proprietary or confidential information, that is defamatory, pornographic, harassing, libelous, or inhospitable to a reasonable work environment. 9. The College does not permit explicit or implied institutional endorsements of any kind through the use of its names, trademarks, logos or images.

<p>6.0</p>	<p>Responsibilities:</p> <ol style="list-style-type: none"> 1. Primary responsibility to enforce this Policy is delegated to the President, the Executive Team, the Chief Technology Officer, and the Director of Marketing and Institutional Communications. 2. The Social Media Site Administrator shall be responsible for monitoring the assigned site to ensure all postings conform to this Policy. The Office of Institutional Communications shall provide training and support to Social Media sites according to the Quinsigamond Community College Social Media Guidelines.
<p>7.0</p>	<p>Procedures:</p> <ol style="list-style-type: none"> 1. Please refer to Quinsigamond Community College Web and Social Media Guidelines (This document includes procedures to request access to a site and support.)
<p>8.0</p>	<p>Sanctions:</p> <ol style="list-style-type: none"> 1. Any content deemed to violate this or any other College Policy shall be removed, without notice to the author of the content. 2. The College may take away any privilege to manage or participate in official College Social Media presence for any violation of this Policy, at the College's discretion. 3. QCC shall notify the police or other appropriate authority should a violation of this Policy constitute a violation of the law. 4. The Policy governs concurrently with all other College Policies. Violation of this Policy may constitute a violation of another College Policy. All violations of any College Policy shall apply.