

**NIAGARA COUNTY COMMUNITY COLLEGE**  
**BOARD OF TRUSTEES**  
**ACADEMIC/STUDENT LIFE COMMITTEE MEETING**  
**September 18, 2018**

**4:00 p.m.**

**ACADEMIC/STUDENT LIFE COMMITTEE** (Trustee Smith, Chair)

Location: Academic Affairs Conference Room (2<sup>nd</sup> floor, A235A)

**AGENDA**

1. Media Policy (Brown) (attached)

Members:

Sheila Smith, Chair  
Jerald Wolfgang, Vice Chair  
Kevin Clark  
Bonnie Sloma  
Student Trustee  
William Ross, Ex. Officio



## **MEDIA POLICY**

### **Purpose**

NCCC recognizes that the internet provides unique opportunities to participate in interactive discussions and share information on particular topics using a wide variety of media, such as Facebook, LinkedIn, Twitter, Instagram, Pinterest, Tumblr, blogs, YouTube, Flickr, wikis, radio, television, and newspaper. However, employees' use of social media can pose risks to NCCC's confidential and proprietary information, reputation, and brands, can expose NCCC to discrimination and harassment claims, and can jeopardize NCCC's compliance with business rules and laws.

To minimize these business and legal risks, to avoid loss of productivity and distractions from employees' job performance, and to ensure that NCCC's IT resources and communications systems are used appropriately as explained below, NCCC expects its employees to adhere to the following guidelines and rules regarding social media use.

Apart from personal use of social media in accordance with this policy, NCCC encourages its employees to participate responsibly in these social media as a means of generating interest in NCCC and creating business opportunities, so long as all of NCCC's rules and guidelines regarding social media usage, particularly in a business context, are adhered to.

### **Compliance with Related Policies and Agreements**

All of NCCC's other policies that might apply to social media use remain in full force and effect. Employees should always adhere to them when using social media.

Social media should never be used in a way that violates any other NCCC policy or employee obligation. If an employee's social media activity would violate any of NCCC's policies in another forum, it will also violate them in an online forum. For example, employees are prohibited from using social media to:

- Violate NCCC's NCCCnet Computer Usage Policy section 6.1 of the College Policy Manual found at: <http://www.niagaracc.suny.edu/pdf/oit/NCCCnet-policy.pdf>.
- Violate our Information Security Policy section 6.2 of the College Policy Manual found at: <http://www.niagaracc.suny.edu/pdf/oit/NCCCInformationSecurityPolicy.pdf>.

- Engage in unlawful harassment which our policies can be found in the policy manual in sections 2.12, 2.14, 2.17, 2.19, 6.1 at: <http://www.niagaracc.suny.edu/pdf/policy-manual.pdf>.
- Circumvent policies prohibiting unlawful discrimination against current employees or applicants for employment.
- Violate NCCC's privacy policies can be found in the policy manual sections 2.6, 4.3.
- Violate any other laws or ethical standards (for example, never use social media in a false or misleading way, such as by claiming to be someone other than yourself or by creating an artificial "buzz" around the College).

Employees who violate NCCC's policies may be subject to progressive discipline consistent with the employee's applicable Collective Bargaining Agreement.

### **Personal Use of Social media**

Personal use of social media is never permitted on working time

### **No Expectation of Privacy**

- All contents of NCCC's IT resources and communications systems are the property of NCCC. For more details regarding this see the NCCCnet Computer Usage Policy at: <http://www.niagaracc.suny.edu/pdf/oit/NCCCnet-policy.pdf>.

You are expressly advised that in order to prevent misuse, **NCCC reserves the right to monitor, intercept, and review, without further notice, every employee's activities using NCCC's IT resources and communications systems, including but not limited to social media postings and activities.** This might include, without limitation, the monitoring, interception, accessing, recording, disclosing, inspecting, reviewing, retrieving, and printing of transactions, messages, communications, postings, logins, recordings, and other uses of the systems as well as keystroke capturing and other network monitoring technologies.

NCCC also may store copies of such data or communications for a period of time after they are created, and may delete such copies from time to time without notice.

- Do not use NCCC's IT resources and communications systems for any matter that you desire to be kept private or confidential from NCCC. For more information on the details regarding this, see the NCCCnet Computer Usage Policy go to: <http://www.niagaracc.suny.edu/pdf/oit/NCCCnet-policy.pdf>.

### **Business Use of Social media**

The Public Relations Department maintains the official "Niagara County Community College" presence on various social media websites, including Facebook, YouTube and Twitter, communicating directly with and receiving instant feedback from

online communities that include students, faculty, staff, alumni, prospective students, families, fans and others. The Public Relations Department also maintains a list of all social media sites used by NCCC.

If you are required to use social media as part of your job duties, for NCCC's marketing, public relations, recruitment, corporate communications, or other business purposes, you should understand that you are responsible for following all normal expectations for professional behavior as a representative of the College. If your job duties require you to speak on behalf of NCCC in a social media environment, you must still seek approval for such communication from your supervisor who may require you to receive training before you do so and impose certain requirements and restrictions regarding your activities. Likewise, if you are contacted for comment about NCCC for publication and are speaking on behalf of NCCC, including in any social media outlet, direct the inquiry to your supervisor and do not respond without written approval.

Note that NCCC owns all social media accounts used on behalf of NCCC or otherwise for business purposes, including any and all log-in information, passwords, and content associated with each account, such as followers and contacts. NCCC owns all such information and content regardless of the employee that opens the account or uses it, and will retain all such information and content regardless of separation of any employee from employment with NCCC.

It is important to note that all content/all platforms developed for any mobile devices (i.e., iPhones or other smartphones and tablet computers) and that use the College's name, logo type or other institutionally identifiable information should meet the standards set forth in the NCCC Graphic Standards Style Guide and these guidelines.

NCCC employees who are considering establishing or have already started a social media site as a College representative must contact the Public Relations Department ([pr@ncccracc.suny.edu](mailto:pr@ncccracc.suny.edu)) for advice, support and promotion. The Public Relations Department can help employees establish the goals, build a social media plan, learn about do's and don'ts, select the appropriate social media tool to support the goals, promote the site, and otherwise navigate through the process of establishing and maintaining a social media presence. All official NCCC social media accounts must be created by the Coordinator of Multimedia and Web Services within the Public Relations Department.

### **Guidelines for Employees' Responsible Use of Social media**

The above material covers specific rules, policies, and contractual obligations that employees must follow in using social media, business purposes, in consideration of their employment and subject to discipline for violations. The following sections of the policy provide employees with common sense guidelines and recommendations for using social media responsibly and safely, in the best interests of NCCC. These guidelines reflect the "duty of loyalty" all employees owe their employers, and are intended to add to, not contradict, limit, or replace, applicable mandatory rules, policies, legal requirements, legal prohibitions, and contractual obligations.

## **1. Protect NCCC's Goodwill, Brands, and Business Reputation.**

You are responsible for what you communicate in social media. Remember that what you publish might be available to be read by the masses (including the College itself, future employers, and social acquaintances) for a long time. Keep this in mind before you post content.

Make it clear in your social media activity that you are speaking on your own behalf. Write in the first person and use your personal email address when communicating via social media.

If you disclose your affiliation as an employee of NCCC, it is recommended that you also include a disclaimer that your views do not represent those of your employer. For example, consider such language as "the views in this posting reflect my personal views and do not necessarily represent the views of my employer."

Use good judgment about what you post and remember that anything you say can reflect on NCCC, even if you do include a disclaimer. Always strive to be accurate in your communications about NCCC and remember that your statements have the potential to result in liability for you or NCCC. NCCC encourages professionalism and honesty in social media and other communications.

## **2. Respect and Comply with Terms of Use of All Sites You Visit.**

Do not expose yourself or NCCC to legal risk by using a social media site in violation of its terms of use. Review the terms of use of all social media sites you visit and ensure your use complies with them. If you are using social media as part of your job duties, pay particular attention to terms relating to

- Prohibitions or restrictions on the use of the social media site, including prohibitions or restrictions on use for advertising, marketing and promotions, or other commercial purposes (for example, Facebook's Statement of Rights and Responsibilities and accompanying Promotional Guidelines specify the terms for businesses administering promotions through Facebook).
- Ownership of intellectual property used on, or information collected or generated through use of, the site (for example, any of the company's copyrighted material and trademarks that might be posted on the site, or user information the company collects through the site).
- Requirements for licenses or other permissions allowing use by the site owner and other third parties of the company's trademarks or other intellectual property.
- Privacy rights and responsibilities of the site owner and users.

## **3. Respect Others.**

In addition to complying with NCCC's mandatory anti-harassment and anti-discrimination policies, do not do anything that NCCC's students, business partners, suppliers, or vendors would find offensive, including ethnic slurs, sexist comments,

discriminatory comments, profanity, abusive language, or obscenity, or that is maliciously false.

Supervisors should refrain from trying to connect with their direct reports on social media sites (for example, making friend requests on Facebook). However, direct reports may request connections with supervisors. Neither supervisors nor direct reports should feel pressured to accept any social media requests from anyone at NCCC.

### **Conduct Not Prohibited by This Policy**

This policy is not intended to preclude or dissuade employees from engaging in legally protected activities/activities protected by state or federal law, including the National Labor Relations Act, such as discussing wages, benefits, or other terms and conditions of employment, forming, joining or supporting labor unions, bargaining collectively through representatives of their choosing, raising complaints about working conditions for their own and their fellow employees' mutual aid or protection, or legally required activities.

Draft Date: 8/2018

DRAFT