

DAVIDSON-DAVIE COMMUNITY COLLEGE

Information Technology

SOCIAL MEDIA

POLICY 7.5

The College recognizes that social media sites are useful technologies in communicating with College constituencies and in enabling transparent communication. All of the College's social media shall follow established procedures and shall be registered with the College's Marketing and Communications Department. College employees shall exercise good, professional judgment when using official College social media sites to ensure that communications are appropriate, professional, maintain the security of the College's network and comply with local, state and federal laws and with the College's technology security procedures. All content generated on a College-operated social media site should support the mission of the College.

College employees whose responsibility it is to operate a social media account on behalf of the College shall be responsible for monitoring discussions and content added by third-parties, including comments. The College's Communications Department has the right to remove any post or comment on any social media account operated by the College.

Social media accounts controlled by the College are subject to records retention regulations.

Adopted: October 2020