



Title of Policy: Social Media Policy

Policy (check one): New Revised

Applies to (check all that apply):

Faculty **Staff** **Students**

Division/Department _____ **College**

Purpose:

The College recognizes multi-media and social media sites such as Facebook, X (formerly known as Twitter), YouTube, Instagram, Wiki, Snapchat, and LinkedIn have become powerful tools used by both the College and students to communicate with each other, mediate the institutional voice, and enhance the brand and reputation of Baltimore City Community College (BCCC). The purpose of this policy is to ensure that all social media contributions and content made by the College or members of its community conform to its terms.

Policy Statement:

It is the policy of Baltimore City Community College It is the policy of Baltimore City Community College (BCCC) to encourage the appropriate use of social media networks (e.g. Facebook, X (formerly known as Twitter), YouTube, Instagram, LinkedIn, etc.) to expand opportunities between students and the College to communicate with each other, provide a safe, inviting and familiar social media space for the interaction of all members of the College community, and enhance the brand and reputation of the College. Moderators of official BCCC social media pages are responsible for ensuring compliance with this policy, including the responsibility to 1) protect confidential and proprietary information in compliance with FERPA and NJCAA regulations and College privacy and confidentiality policies; 2) respect copyright, fair use, related College policies and procedures, and plagiarism standards; 3) obey the Terms of Service of any social media platform employed; and 4) share the login information and passwords for all social media sites created.

Any use of the BCCC or BCCC Panthers name or logo for branding or titling of pages, blogs, or other similar elements of social media, must be approved in writing by the Director of Public Relations and Communications prior to use. This policy should not be construed, however, to limit free expression. The policy shall not limit the ability of members of the BCCC community from using the name of the College ("Baltimore City Community College" or "BCCC") to identify themselves in profiles, discuss matters relating to BCCC, or other similar uses.

Social media postings should not disclose any information that is confidential or proprietary to the College, its stakeholders (e.g. students, faculty, staff, partners, etc.) or to any third party that has disclosed information to BCCC.



Originator/Division: Advancement

Implementation Date(s): March 30, 2017; March 14, 2024

Board of Trustees Approval Date(s): March 30, 2017; March 14, 2024

****This policy once approved by the Board of Trustees supersedes all other policies.***