



NEWBERRY

COLLEGE

(X) Faculty

(X) Staff

Social Media

This policy governs employee use of social media, including any online tools used to share content and profiles, such as personal web pages, message boards, networks, communities, and social networking websites including, but not limited to, Facebook, Instagram, Snapchat, Twitter, LinkedIn, and web blogs. The lack of explicit reference to a specific site or type of social media does not limit the application of this policy.

The College respects the rights of all employees to use social media. However, because communications by employees on social media could, in certain situations, negatively impact business operations, customer relations, or create legal liabilities, it is necessary for the College to provide these guidelines. For example, there are special requirements applicable to publishing promotional content online. Promotional content is content designed to endorse, promote, sell, advertise or otherwise support a College's products or services. These guidelines are intended to address these and other similar matters.

In addition to ensuring that employee use of social media does not create any legal liabilities, these guidelines are intended to ensure employees understand the types of egregious conduct that is prohibited. This policy will not be interpreted or applied so as to interfere with the protected rights of employees to discuss or share information related to their wages, benefits, and terms of employment amongst themselves or with outside parties.

Employees engaging in use of social media are subject to all of the College's policies and procedures, including, but not limited to, the College's policies: (1) protecting the confidentiality of College proprietary information, trade secrets, and business sensitive information; (2) safeguarding College property; (3) prohibiting unlawful discrimination and harassment; and (4) governing the use of College computers, telephone systems, and other electronic and communication systems owned or provided by the College.

Employees must comply with the following guidelines when using social media:

- Employees are prohibited from using social media to post or to display comments about co-workers, students, vendors, suppliers, and members of management that are obscene, abusive, profane, physically threatening or intimidating, harassing, or constitute a violation of the College's workplace policies against discrimination, harassment, or hostility on the account race, religion, national origin, color, gender, gender identity, sexual orientation, age, disability, pregnancy or any related medical condition, will not be tolerated.

- Employees are prohibited from using or disclosing trade secret information or proprietary information related to products, production processes, designs, or using or disclosing documents or information that have been designated or marked as business sensitive, confidential/private, or business use only.
- Unless authorized and approved by the College, employees are prohibited from disclosing or publishing any promotional content.
- Employees are prohibited from engaging in activities that involve the use of social media that violate other established College policies or procedures.
- Employees are prohibited from using social media while on work time, which is the time employees are engaged in work, unless it is being done for College business and with the authorization of the College.

Employees should know that the College has the right to and will monitor the use of its computer, telephone, and other equipment and systems, as well as any publicly assessable social media to the extent permitted by law. Employees should have no expectation of privacy while using online social media. Employees should expect that any information created, transmitted, downloaded, exchanged or discussed on publicly assessable online social media may be accessed by the College at any time without prior notice. This is particularly true in cases involving the use of College equipment or systems. This policy will not be interpreted or applied so as to interfere with the protected rights of employees to discuss or share information related to their wages, benefits and terms of employment amongst themselves or with outside parties.

Violations of this policy may result in disciplinary action up to and including termination. If you have any questions about this policy, contact Human Resources.