

Employee Social Media Policy

Ratified by Senior Administrators on October 9, 2012 - Updated May 2021- Revised 2025

Purpose

This policy applies to all employees, including staff, faculty, and student employees who utilize social media to communicate as a representative of Connecticut College or on behalf of Connecticut College. In addition, this policy applies to personal use of social media that is covered by existing College policies, or that may be construed as an official representation of the College.

The term “social media” refers to any web-based and mobile technologies including messaging, social networking, blogging, micro-blogging, bulletin boards, petitions and so on, through providers such as Facebook, LinkedIn, Snapchat, Twitter, YouTube, Instagram, TikTok or others.

General

As an employee of the College, you are responsible for any social media activity you conduct using a College email address or on a College website; and/or which can be traced back to a College domain; and/or which uses the College’s Information Systems.

Employees must observe and follow existing College policy and agreements, including the Employee Handbook and Employment Agreement(s); [the College’s Appropriate Use Policy for Computer and Information Resources](#); the College’s Nondiscrimination and Harassment Policy; the Terms of Use of the social media platform; applicable NCAA social media prohibitions; and local, state or federal laws or regulations, including copyright law, FERPA and HIPAA. Any conduct that is impermissible under the law if expressed in any other form or forum is impermissible if expressed through social media.

Consistent with the College’s Freedom of Expression and Assembly Policy, employees may express personal opinions on matters of public concern through personal social media that are not administered by the College.

When speaking as citizens on matters of public concern, in circumstances where doubt may arise, employees should indicate that they are not speaking for the institution (which for faculty is consistent with IFF Appendix B Section I. Academic Freedom).

Nevertheless, the College may impose disciplinary measures on employees who use personal social media in ways that violate College policies, including, but not limited to, statements or postings that are discriminatory, threatening, or harassing in violation of the College’s Harassment and Nondiscrimination Policy, or that substantially or materially interfere with the employee’s own job performance or the employee’s working relationship with the College.

Additionally, release of proprietary information about Connecticut College or its community members or other confidential information is prohibited, including on personal social media.

This policy will apply consistently with the Freedom of Expression Policy, IFF (see esp. 1.5 and 1.6), and with protections for academic freedom, or federal, state, or local law.

Posting on Behalf of Connecticut College

For employees who are creating, managing, or posting on behalf of a College unit, department or division for which you are considered to be acting in an official capacity, the following rules apply:

Social media accounts that represent an official Connecticut College entity (e.g. a department or unit) are considered to be College-sponsored social media. The creation of a College-sponsored social media site requires signoff from the senior administrator in that area or their designee and coordination with the Office of Communications. Postings on those accounts must be related to the unit, department, or division that is posting the accounts and must be consistent with policies and institutional positions of the College. The College may delete posts that do not meet these standards. Determinations regarding deletion of posts will be made in collaboration with the posting office or department and the Office of the Dean of the Faculty or Human Resources, as appropriate, and will be consistent with academic freedom protections in IFF.

All College-sponsored social media accounts must designate a full-time employee responsible for the account. The full-time employee who is responsible for the account must review and approve all posts prior to posting. Should an employee administrator of an account leave the College it is the department or unit's responsibility to designate a new account administrator. In addition, backup account administrators must be assigned to ensure continuity with the account.

All social media accounts created by College employees on behalf of the College remain the property of Connecticut College. Account information, including passwords and email addresses linked to a specific social media account, must be stored in a secure location that your supervisor is aware of and has access to. Out-of-date or unmonitored social media sites must be removed by the account owner.

Units that wish to use the College logo or other graphics in College-sponsored social media must consult with and obtain permission from the Office of Communications prior to use (contact communications@conncoll.edu). In all cases, the College's Visual Identity Guidelines must be followed.

An overview of social media best practices will be maintained by the Office of Communications and posted on the College's website. It is strongly recommended that those using or managing College-sponsored social media accounts follow these best practices.