
**LAKE-SUMTER STATE COLLEGE
ADMINISTRATIVE PROCEDURE**

TITLE: GUIDELINES ON THE USE OF SOCIAL MEDIA

NUMBER: PRO 2-20

REFERENCE: PRO 2-26

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PRO 5-25

PRO 7-06

Chapter 119, Florida Statutes

Chapter 1012, Florida Statutes

Family Educational Rights and Privacy Act (FERPA)(20 U.S.C. § 1232g; 34 CFR Part 99)

I. PURPOSE

The purpose of this policy is to provide guidance for employees choosing to use social media to communicate, collaborate, and interact with students, faculty, staff, stakeholders, and the public on matters concerning or impacting Lake-Sumter State College.

II. SCOPE

This policy applies to all faculty, staff, and students who are employed by LSSC in any capacity. The guidelines also apply to other people (such as volunteers and appointees) who use internally managed college computing resources. This policy applies to all forms of social media, including, for example, Facebook, Twitter, Instagram, Snapchat, YouTube, LinkedIn, blogs, online comments, etc. This policy may apply to employees outside of work hours and while using personal accounts when use of social media affects an individual's professional responsibilities, violates an applicable law, or constitutes a violation of LSSC policy.

Nothing in this policy is meant to, nor should it be interpreted to, in any way limit the rights of any employee or student under any applicable federal, state, or local laws to engage in protected concerted activities. This policy does not, nor is it intended to, interfere with a faculty member's right to engage in protected speech.

III. DEFINITIONS

Personally Identifiable Information (PII): under FERPA, is any information, directory and nondirectory, that, alone or in combination, is linked or linkable to a specific student that would allow a reasonable person in the school community, who does not have personal knowledge of the relevant circumstances, to identify the student with reasonable certainty. This may include the student's name, names of parents or family members, the address of the student or student's family; a personal identifier such as the student's social security, LSSC X-ID number, or biometric record, information requested by a person who the educational agency or institution reasonably believes knows the identity of the student to whom the education record relates, a list of personal characteristics, or any other

information that clearly distinguishes the student's identity.

IV. EMPLOYEE USE OF SOCIAL MEDIA

The College values the freedoms of speech, thought, expression, and assembly as part of its core educational and intellectual mission while also maintaining the integrity of the academic environment. LSSC encourages its employees to use social media as a means to connect with other members the LSSC community, spread awareness of the positive work and impacts of the College and its employees, and foster thoughtful engagement and dialogue about the issues important to and impacting LSSC and its communities. This policy is intended to protect the appropriate use of social media, while prohibiting conduct through social media that may be unlawful, contrary to LSSC policies, or violate professional standards.

a. General Use

1. During working hours, LSSC employees should only be utilizing personal social media during breaks or meal periods. In limited circumstances, the president, vice president, dean or executive director may authorize the use of personal social media during working hours by an employee that advances the interests or strategic priorities of the college.
2. The use of social media sites is governed by LSSC's Acceptable Use of Technology resources policy outlined in PRO 7-06.

b. Activities Violating the Law or Policy

1. Employees may not use personal or work-related social media in ways that violate federal, state, or local laws or LSSC policies. Uses of social media in ways that constitute criminal or civil actions or in ways that violate LSSC policy will be reviewed on a case-by-case basis. Substantiated violations of policy or law could result in disciplinary action, up to and including dismissal, as outlined in PRO 5-25.
2. Personally identifiable information (PII) from student, alumni, or applicant records should not be released on social media without the written consent of individuals involved.
3. Employees are prohibited from releasing other forms of legally restricted records, data, or information via social media. This information may include, but is not limited to social security numbers, employee or student medical information, limited access employee records pursuant to Section 1012.81 F.S., copyrighted materials, and other materials that the college is required to maintain as confidential or has agreed to do so.

c. Professional Standards

Text, photos, videos, and other material posted on social media pages, including personal ones, should be in keeping with generally accepted professional and/or ethical standards for one's field(s) of work and/or study and of Lake-Sumter State College. Depictions of behavior that do not comply with professional and/or ethical standards may result in disciplinary action, up to and including dismissal as outlined in PRO 5-25.

d. Advocacy Training

1. Training and helpful information for any employee will be provided by training offered through the Lakehawk Leadership Academy and the Strategic Communications department.

2. Within the guidelines listed, employees are empowered to utilize their personal social media networks to spread awareness of the positive work and impacts of the College on its students, communities, and toward its mission through original posts on their profiles or by sharing content created on an official College account.

V. MISREPRESENTATION

Individuals affiliated with LSSC may not portray themselves as acting or speaking on behalf of the College or any part of the College (including departments, divisions, or other unit) unless authorized to do so by the President, Sr. Vice President of Institutional Advancement, or designee.

Employees may not represent their own positions and opinions on social media as those of the College. When using social media in a personal capacity, reasonable precautions must be taken to indicate that the activity is being conducted as a private person and not as an employee or spokesperson of the College. These precautions can include not identifying oneself as an employee, add a disclaimer that views expressed are of the individual, and utilizing more restrictive account privacy settings.

Employees must keep in mind that if they post information on a social media site that is in violation of College policy and/or federal, state, or local law, the disclaimer will not shield disciplinary action.

VI. OFFICIAL LSSC SOCIAL MEDIA ACCOUNTS

Lake-Sumter State College maintains official social media accounts on platforms including, but not limited to, Facebook, Twitter, Instagram, YouTube, and LinkedIn.

Only those who are designated and authorized can prepare content for or delete, edit, or otherwise modify content on College-sponsored social media.

a. Social Media Account Authorization

1. Additional social media accounts for departments, units, programs, etc. that represent LSSC require authorization by the Strategic Communications department.
2. All additional official social media accounts for LSSC must exist to support the mission, vision, and strategic priorities of the institution. Images, posts, and content should promote the College, assist in enrolling or retaining students, and deliver positive information about LSSC.
3. Consideration of new accounts will be evaluated based on factors including potential target audience, distinctness from the main College brand, impact on goals and priorities, and the department's ability to maintain content.

b. Account Access

1. The Strategic Communications team must have full administrative access to any social media accounts maintained by departments or other areas.
2. The area maintaining the account must identify at least one employee to serve as an Account Manager.

c. Account Manager Training

1. Individuals designated as account managers for departmental/program social media accounts must complete the Communications training through the Lakehawk Leadership Academy and the Strategic Communications department prior to posting.

2. This training session will ensure that the account manager understands the best practices for communicating on the social media platform and knows how to comply with the College's brand standards.
 3. This training session will also provide information and resources on maintaining accessibility compliance for social media platforms.
- d. Account Review**
- All College social media accounts will be reviewed by the Strategic Communications department every six months and accounts that appear inactive, post infrequently, or no longer serve a strategic purpose will be removed.
- e. Endorsements or Advertisements for Third Parties**
1. No endorsements or advertisements for a political candidate or party are permitted on official College accounts.
 2. No endorsements or advertisements for products or business are permitted on official College accounts, except where a formal written agreement is in place between the third party and the College that establishes that relationship

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