

BC SOCIAL MEDIA POLICY

Introduction

Bakersfield College (BC) understands that its employees use social media sites and other online engagement platforms to share events in their lives, to communicate, and to discuss their opinions with others, including family, friends, and co-workers. However, the use of social media and other online engagement platforms may present certain risks and carries with it certain responsibilities. To assist employees in making responsible decisions about their use of social media and other online engagement platforms, BC has established this policy and guidelines for appropriate use of social media and other online engagement platforms.

In the rapidly expanding world of electronic communication, *social media* can mean many things. In general, social media encompasses the various activities that integrate technology, social interaction, and content creation. Through social media, individuals can create online content, organize, edit, react, or comment on content, as well as combine and share content on their own website or on someone else's. Social media uses many technologies and forms, including web feeds, blogs, wikis, photography and video sharing, web logs, journals, diaries, chat rooms, bulletin boards, affinity web sites, podcasts, social networking, fan sites, mashups, and virtual worlds.

Understand Your Rights and Responsibilities in Using Social Media Technology

Employees are expected to use good and ethical judgment. To the extent your social media use impacts college employees and students, follow [District Board Policies and regulations](#) as applicable, including but not limited to those that protect individual privacy rights and [nondiscrimination](#), [anti-harassment](#), and the [anti-workplace violence](#) policies. Keep in mind that if your conduct adversely affects your job performance, the performance of your co-workers, or adversely affects students served by the college, the college may take disciplinary action against you up to and including termination.

While you are more likely to resolve work-related complaints by communicating directly with co-workers, you do have other channels such as speaking with your direct supervisor, filing an internal complaint or grievance, or connecting with a human resource representative. Nevertheless, if you decide to post complaints or criticism or affirm such communication, do not use statements, photographs, video, or other image or audio content that reasonably could be viewed as unlawful harassment or discrimination or other violation of the law such as unlawfully threatening conduct. Examples of such conduct might include offensive posts that could contribute to a hostile work environment based on race, religion, color, national origin, ancestry, physical, emotional, or cognitive disability, medical condition, genetic information, marital status, sex, gender, gender identity, gender expression, age, sexual orientation, or any status protected by law. Examples of unlawful threatening conduct include but are not limited to posting material that would make a reasonable person afraid for one's safety or the safety of one's family.

Expectations

Employees are expected to be truthful and accurate in any communication. Include a link to your sources of information when applicable. If you make a mistake, correct the information, and/or retract it promptly. Never post any information or rumors that you know to be false about employees or students. Employees will not disclose information that may violate the rights of others. All employees are subject to FERPA, HIPPA, and other confidentiality assurances. For example, do not disclose another individual's social security number, medical information, financial information, or a student's grades in a manner that violates that person's rights. This also includes posting images or video content taken during class time without the express permission of those being captured.

The district and college logos should not be modified or used for personal use or for personal endorsement without express permission. For example, the use of logos should not be used for political endorsement or personal products. If you publish a communication such as, a blog or post online related to the work you do or content associated with BC or the Kern Community College District (KCCD), make it clear that you are not speaking on behalf of the college or the

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district. It is best to include a disclaimer such as, “The postings on this site are my own and do not necessarily reflect the views of the KCCD.” Additionally, it is important to follow all copyright, fair use and intellectual property rights when engaging in social media settings.

Before you post or react to something on social media, keep in mind:

- *Anything* you post or react could eventually become public, even without your consent;
- If your conduct adversely affects your job performance, the performance of other employees, or adversely affects students served by the College, the College may take disciplinary action against you up to and including termination;
- If your post or reaction could contribute to a hostile work environment, the College may take disciplinary action against you up to and including termination;
- You are more likely to resolve work-related complaints by speaking directly with co-workers, your direct supervisor, a Human Resources representative, or filing a grievance through your union;

Using Social Media at Work

You must never use working hours when you are not on break for your personal social media use. Do not use college or district email addresses to register on social networks, blogs, or other online tools utilized for personal use.

Social media and other online engagement platforms can be used to increase visibility and publicize to a greater network, but to ensure clarity for the source of the originating post or message, college departments, programs, areas, pathways, and other groups are to only repost or reshare an original post without commenting on or changing any of the originator’s information. Ensure there is an appointed employee responsible for monitoring social media content and comments for any site that is linked to BC. For example, a department, club website, or Employee Resource Group (ERG) social media page. Post a disclaimer regarding appropriate content expectations and change the settings to ensure comments are reviewed and approved before they are posted. Keep in mind, the other policies of ethical and professional social media engagement still apply.

All ERGs automatically consent to the use of all digital images, photographs, videotapes, or film, taken of the ERGs and/or recordings made of their voices and/or written extractions, in whole or in part, of such recordings or musical performance representing BC and/or others with its consent, for the purposes of illustration, advertising, creating derivative works, or publications in any manner. If the stated information is not to be released, please notify the Office of the President in writing.

Media Contacts

Bakersfield College strives to anticipate and address situations in order to provide accurate information and reduce disruption to our community and the public we serve. To best serve these objectives, the district will respond to all news media in a timely and professional manner only through its designated offices. Employees are not authorized to comment on behalf of the college or district and should direct inquiries regarding the college’s position to the Marketing and Public Relations Office.