

The College recognizes that social media sites are useful technologies in communicating with College constituencies and in enabling transparent communication. All of the College's social media shall follow established procedures and shall be registered with the Office of Red Hawk Communications. College employees shall exercise good, professional judgment when using official College social media sites to ensure that communications are appropriate, professional, maintain the security of the College's network and comply with local, state and federal laws and with the College's technology security procedures. All content generated on a College-operated social media site should support the mission of the College.

College employees whose responsibility is to operate a social media account on behalf of the College shall be responsible for monitoring discussions and content added by third parties, including comments. The President or the Office of Red Hawk Communications has the right to add or remove any post or comment on any social media account operated by the College.

Social media accounts controlled by the College are subject to records retention regulations.

Adopted: August 26, 2022