

2570 SOCIAL MEDIA POLICY

Social media offers new ways for Northern New Mexico College (NNMC) to engage online with local, national and global communities. Northern recognizes the importance and benefits of communicating through social media and encourages the use of social media technology to enhance communication, collaboration, and information exchange in support of its mission, programs and initiatives.

To ensure appropriate and effective use of social media, Northern has developed a Social Media Policy and guidelines to properly portray, promote and protect the institution, and assist College entities in creating and managing official social media accounts. This policy also provides guidance on how to protect professional and personal reputations while using social media.

All information posted on social media sites is considered public information. Northern's social media accounts are subject to review in accordance with College policies and applicable law to ensure that all interactions on behalf of Northern represent the College's best interests.

It is up to each College entity, as well as individual faculty and staff members to choose whether to participate in social media communications. However, prior to creating a Northern social media account, a request must be submitted to Northern's Communications and Marketing Office (NCAM) in order to be officially recognized and included in Northern's Social Media Directory.

Northern's social media policy requires that:

- Officially-recognized NNMC social media accounts be reviewed and approved through an [application](#) process.
- Each official NNMC social media account have responsible administrators assigned, including at least one member of Northern's Communications staff .
- [Best practice guidelines](#) for social media accounts be followed.
- Northern employees know and follow all applicable College policies and standards of professional conduct; local, state, and national laws, and terms and conditions imposed by each social media platform they use.

OFFICIAL NORTHERN SOCIAL MEDIA ACCOUNTS

Official Northern accounts are defined as any social media presence that represents Northern New Mexico College in an official capacity, including Colleges/departments, programs, faculty/staff/student organizations, and entities working on behalf of Northern. These social media accounts are the property of the College.

The following requirements apply to all official Northern social media accounts:

- Officially recognized Northern social media accounts must be approved through an [application](#) process.
- Northern accounts must indicate that they are official in their descriptions, and must include "Northern," "Northern New Mexico College" or "NNMC" in the account name, and follow the College's Brand Guide (See [Communications & Marketing](#) on our website.

- Official Northern accounts must have at least one department/organization administrator and one Communications Office administrator at all times to ensure adherence to this policy.
- Departments/organizations must provide the Communications Office with the names and contact information of account administrator(s) as well as any login information, including username, email and password. This information will be kept confidential and used for access during emergency situations. Account administrators should use an nnmc.edu email for their login when possible.
- Should an administrator of an account leave the College for any reason or no longer wishes to be an account administrator, it is the department's or organization's responsibility to designate another account administrator and remove the former administrator's permissions to the account.
- Northern employees identified as account administrators are responsible for monitoring and managing the content of their social media accounts.
- All official Northern social media accounts must comply with applicable College policies, including but not limited to: Respectful Campus, Freedom of Expression and Dissent, Communication/Security, Sexual Harassment, Workplace Harassment, Student Code of Conduct, FERPA, Faculty/Staff Personnel Policies.
- Administrators are responsible for reporting and removing content that violates College policies or terms and conditions imposed by the respective social media (i.e. Facebook, Twitter, Instagram, etc.), including intellectual property, copyright and trademark laws.
- If you discover inappropriate or abusive behavior on an official Northern social media account, contact Northern's Communication and Marketing Office (communications@nnmc.edu) or Human Resources Department.

ETHICAL AND PROFESSIONAL CONDUCT ON SOCIAL MEDIA

Northern employees are expected to adhere to the same standards of professional behavior online as they would in the workplace. Laws and policies respecting contracting and conflict of interest, as well as applicable policies and guidelines for interacting with students, parents, alumni, donors, media and all other College constituents apply online just as they do in personal interactions. Personal communications made via social media are not exempt from the laws and regulations that govern personal liability across traditional forms of communication.

Northern employees must follow all applicable College policies, local, state, and national laws, and are fully responsible for what they post to social media sites.

- Northern employees are expected to use good judgment about content, be respectful of their colleagues, and adhere to privacy laws. Posting confidential or proprietary information about the College, its staff or its students is prohibited.
- Misrepresentation of personal opinions as endorsed by the College or any of its organizations is strictly prohibited. Northern's name or trademarks may not be used to endorse any opinion, product, private business, cause, or political candidate.
- By posting content to any social media site, individuals acknowledge that they own or otherwise have all rights necessary to lawfully use that content or that the use of the content is permitted by fair use.
- Individuals agree that they will not knowingly provide false or misleading information and will indemnify and hold the College harmless for any claims resulting from the content.

- While Northern is committed to the protection of academic freedom and does not regularly review content posted to social media sites, it may do so as necessary, and with respect to any site maintained in the name of the College, may remove or cause the removal of any content for any lawful reason, including but not limited to content that it deems abusive, threatening, obscene, a violation of intellectual property rights or privacy laws, or otherwise tortious or illegal.
- Targeted abuse or harassment of Northern employees or students via any social media account, official or personal, may contribute to creating a hostile work or learning environment at the College, is materially disruptive, and will not be tolerated. Such behavior will be addressed in the same manner as other forms of harassment as defined in applicable Northern policies, including but not limited to: Respectful Campus, Sexual Harassment, Workplace Harassment, Student Code of Conduct, Faculty/Staff Personnel Policies.
- If you identify as Northern faculty or staff online, do not speak on behalf of Northern New Mexico College without the express permission of an appropriate supervisor.
- A disciplinary or other review may be initiated if an employee's online behavior violates law or Northern's policies or if the employee's non-official or unauthorized online activity otherwise subjects the College to liability for such acts.
- Serious and repeated violations of Northern's social media policy may lead to sanctions up to and including termination of employment as allowable by College policy.