![Pima Community College logo] PimaCommunityCollege

Social Media Guidance & Best Practices

The purpose of this guidance is to summarize the guidelines and best practices for the use of and engagement with social media as employees of Pima Community College ("PCC"). This is not a policy; instead, there are PCC Policies and State and Federal Laws listed throughout this guidance that an employee could trigger by their use or engagement on social media.

Social media offers opportunities to interact, build relationships, and enhance interpersonal and professional connections. As members of Pima Community College, we must be aware of the ways social media content may affect our personal and professional reputation and credibility and the way others perceive the College. These guidelines have been established to protect your interests as well as the College's interests when employees use social media.

Social media can be defined as media based on the use of web and mobile technologies that allow for user-generated exchanges of information. Social media includes, but is not limited to: social networking sites, collaborative projects such as wikis, blogs and microblogs, content communities, virtual game worlds, and virtual communities.

Pima Community College recognizes and cherishes the freedoms of speech, expression, and assembly enshrined in the First Amendment of the U.S. Constitution. The College expects participants in College-administered social media platforms to conform to the standards described in Pima's Student Code of Conduct, Employee Code of Conduct, Acceptable Use of Information Technology Resources AP 9.01.01, and the College's policy and procedures governing civil discourse (see AP 1.17.01: Public Access and Expression on College Property; AP 1.25.05: Disclosure of Conflict of Interest – Pecuniary or Proprietary Interest; and AP 2.03.01: Discrimination, Harassment, and Retaliation – Prevention and Complaint Procedures). The College reserves the right to respond appropriately to all violations of these standards.

PROTECT YOURSELF: Suggested Guidelines for using your personal social media

- Use appropriate privacy settings to reduce the chances that your personal information and the content you post are accessible to unintended audiences.
- Consider the safety risks of tagging your location.
- Remember that the Internet archives almost everything; therefore, even deleted postings can be searched and may be required to be saved and retrieved under certain circumstances.
- Regularly monitor your social media sites to ensure that others have not included them in unwanted images or posts. Typing your name into a search engine is an easy way to see what others can see about you.
- Review and comply with the user agreements of the social media you use, with particular attention to directives that prohibit harassment, threats of violence, discriminatory statements, and personal slurs or attacks.
  - Policy Connection: *Discrimination, Harassment, & Retaliation of members of the PCC Community is covered in* AP 2.03.01: *Discrimination, Harassment, and Retaliation – Prevention and Complaint Procedures*

PROTECT THE PRIVACY OF OTHERS: As a PCC Employee

- Use sound judgment when using social media to forge connections with members of the PCC community. It is generally best to connect with students on social media only after they no longer are or are unlikely to be a student in your class or under your direct supervision. Likewise, consider the potential impact of others having access to your personal information and potentially the personal information of other PCC employees through your social media activity.
- If you wish to communicate professional content through a social media platform, consider creating a professional page rather than asking individuals to link to your personal account.
- Ensure that student privacy rights are protected as required by the Family Educational Rights and Privacy Act (FERPA). Never describe students' in-class activities, report students' grades or class standing, or provide any other personally identifiable information (PII) about your students on social media.
  - Policy Connection: *FERPA, Educational Records Compliance and Procedures* *AP 3.11.01*
- In order to protect the privacy rights of others as required by state or federal privacy laws, do not discuss or describe the health-related information of others.
  - Policy Connection: *HIPAA Policy in Employee Handbook*
- Protect the confidential or personal information you may have acquired as part of your work as a College employee and abide by College policies regarding the confidentiality of personnel information.
- Always get your colleagues' and work friends' permission before posting their photos or other content about them on social media.

PROTECT THE COLLEGE'S ASSETS AND REPUTATION

- When your online posting could suggest that you are affiliated with PCC, include a statement that the content of your posting reflects only your personal views and not those of the PCC or its colleges or affiliates.
- Remember that Arizona Revised Statute 15-1408 prohibits College employees from using their PCC affiliation to influence electoral and legislative outcomes. If you use social media to express a political position, make sure that you do so as a private citizen rather than as a PCC representative. Failure to make this distinction may violate College policy and state law and trigger a host of consequences if the comments are deemed to be lobbying under federal and state statutes.
  - Policy Connections: AP 1.17.01: Public Access and Expression on College Property
- Use a personal email address to register on social networks, blogs, or other online tools that you use for personal purposes; do not use your *pima.edu* address, unless it is for a PCC account. If you are posting for College purposes, please remember the following: Under Arizona's public records law, PCC is required to transact business so that its records are accessible and retrievable. If a public records request is made, PCC has the responsibility to disclose the information, except in a few specific instances.
- When using social media on behalf of the College: Respect intellectual property rights—including copyrights, trademarks, trade names, and trade secrets—of others and of

the College. Always try to give other people proper credit for their work, and make sure you have the right to use something with attribution before you publish.

- Remember that use of College or College-owned logos requires written approval by the College's External Relations department.
- Adhere to all College policies regarding the use of computers and other technology.
  - Policy Connection: Acceptable Use of Information Technology Resources AP 9.01.01
- Keep in mind that established College procedures and dedicated offices, such as the Office of Dispute Resources (ODR), are available for employees to get support with work-related complaints. If a work-related complaint involves others or is actively being investigated, please consider the confidentiality needs of those involved before you post anything. In addition, your posts could trigger College policy related to Complaints.
  - Policy Connections: AP3.31.01 - Student Complaints; *AP 2.03.01: Discrimination, Harassment, and Retaliation – Prevention and Complaint Procedures*