

Berkeley College Social Media Policy

Scope

This policy applies to all use of social media by Berkeley College students, faculty and staff to represent or discuss matters concerning the College and/or members of the College community, whether or not such use involves the College's network or other computer resources.

"Social media" is a term used to describe tools and platforms that enable individuals to share ideas and content quickly and easily. Examples of popular social media include, without limitation, texting, blogs and propriety platforms such as Twitter, Facebook, LinkedIn®, My Space, YouTube and Flickr®.

Purpose

This policy (1) provides guidance concerning the use of social media through the College's network, systems or equipment and/or the use of social media to represent or discuss matters related to Berkeley College and/or members of the Berkeley College community; and (2) sets forth rules for the administration of Berkeley social media sites.

Introduction

Within the last few years, the growing popularity of social media has fundamentally changed the way we communicate as individuals and as an Institution. Berkeley College recognizes and embraces the power of social media, and the opportunity those tools provide to communicate with the Berkeley College community, including students, faculty, staff, parents, alumni, and other interested parties.

It is important to recognize, however, that the use of social media at or concerning Berkeley College is governed by the same laws, policies, rules of conduct and etiquette that apply to all other activities at or concerning Berkeley College. Even activities of a private nature conducted away from the College can subject you to disciplinary action if they reflect poorly on the College or interfere with the conduct of College business.

I. Usage Guidelines

A. Rules for Posting to Social Media Sites

When posting to any Berkeley College social media site, communicating with members of the Berkeley community, or discussing the College on *any* site, **even through your own personal account or using your own phone, computer or other device without using the College network or equipment,**

➤ Do

- Remember that laws and Berkeley policies governing inappropriate conduct such as sexual (or other) harassment, bullying, discrimination, defamation, infringement of copyright and trademark rights, and unauthorized disclosure of student records and other confidential and private information apply to communications by Berkeley students, faculty and staff through social media.
- If endorsing Berkeley College, accurately disclose your relationship to the College. When using Berkeley sites or acting within the scope of your College responsibilities, you may only endorse Berkeley College, its programs, or its services if you have been authorized to do so by the College.
- Carefully consider the accuracy, clarity, length (brief is better) and tone of your comments before

posting them. Posts on social media sites should protect the College's institutional voice by remaining professional in tone and in good taste. Remember, your posts may last forever.

Do

- Sign your post with your real name and indicate your relationship to Berkeley. Do not use pseudonyms or post anonymously.
- Respect the views of others, even if you disagree.
- Be truthful, accurate and complete in describing Berkeley programs and services.
- Strive to be accountable to Berkeley audiences via regular updates and prompt responses when appropriate.
- Obey the Terms of Service of any social media site or platform in which you participate.
- Whenever appropriate, link back to information posted on the College website instead of duplicating content. When linking to a news article about Berkeley College, check first to determine whether you can link to a release from the Berkeley College News Room (<http://berkeleycollege.edu/NewsandEvents/>) rather than another media outlet. For assistance with the Berkeley College News Room please contact the Director of Media Relations.
- Whenever, as a member of the Berkeley faculty, you utilize a social medium as a means of student participation in course work be sure to also provide a practical and appropriate alternative for students who may be unable or reluctant to utilize that social medium (for example, some students may not be comfortable with opening a Facebook account).

➤ Do Not

- Use social media to harass, threaten, insult, defame or bully another person or entity; to violate any College policy; or to engage in any unlawful act, including but not limited to gambling, identity theft or other types of fraud.
- Post or store content that is obscene, pornographic, defamatory, racist, excessively violent, harassing, threatening, bullying or otherwise objectionable or injurious. In addition, do not attempt to compromise the security of any Berkeley social media site or use such site to operate an illegal lottery, gambling operation, or other illegal venture.
- Post copyrighted content (such as text, video, graphics or sound files) without permission from the holder of the copyright. Remember, even information that is widely available to the public (such as text, photographs, or other material posted on the Internet) may be subject to copyright restrictions that prohibit unauthorized duplication or dissemination. For more information, please review the Berkeley College Copyright Policy posted on Blackboard or contact the Office of Institutional Compliance.
- Use the Berkeley College name, logo or trademarks for promotional announcements, advertising, product-related press releases or other commercial use, or to promote a product, cause, or political party or candidate.
- Disclose confidential College information, non-public strategies, student records, or personal information concerning (past or present) members of the Berkeley community without proper authorization.

Do Not

- Make false claims or representations about Berkeley College programs or services, and do not speculate or guess if you do not know the information.
- Spread gossip, rumors, or other unverified information. Furthermore, do not assume that everything posted on a social media site is true.
- Spend excessive time using social media for personal purposes during working hours or use any Berkeley College social media sites, networks, equipment or peripherals for unauthorized commercial purposes.
- Transmit chain letters, junk email, or bulk communications.
- Be rude or argumentative, or use inappropriate language. [Correct factual inaccuracies but avoid negative exchanges whenever possible.]
- Be careless with spelling or syntax, or use language that may easily be misunderstood.
- Post a person's photograph or video image without first obtaining permission and signed talent releases from anyone depicted in the photograph or video. Blank release forms may be requested from mediarelations@berkeleycollege.edu and should be promptly returned after they are signed.

Note: Please keep in mind that photographs posted on social media sites can easily be appropriated by visitors. Consider adding a watermark and/or posting images at 72 dpi and approximately 800x600 resolution to prevent copying. Images at that size are sufficient for viewing on the Web, but not suitable for printing.

- Represent your personal opinions as institutionally endorsed by Berkeley College. If you are not authorized to post specific content on behalf of the College, then the following disclaimer should appear in your post: "These are my personal opinions and do not reflect the views of Berkeley College."
- Expect that your posted content will remain private or that dissemination will necessarily be limited to your intended audience, **even if you are accessing your own private account over the Berkeley network or using Berkeley equipment or peripherals.**
- Attempt to mask your identity or attribute your comments to another person (real or fictitious).
- Insult, disparage, disrespect or defame the College or members of the Berkeley community.

Note: In accordance with applicable laws and regulations subject to other applicable Berkeley policies, this Policy does not prohibit associates from using social media to discuss among themselves, even in terms that may be critical of the College, matters relating to the terms and conditions of their employment.

- Discuss legal issues or risks, draw legal conclusions, on pending legal or regulatory matters involving the College.

Note: Berkeley is not responsible for monitoring or pre-screening content posted on its social media sites. Notwithstanding the foregoing, reserves the right to monitor its sites and remove, without notice, any content that Berkeley determines to be harmful, offensive, commercial in nature, or otherwise in violation of law or this Policy. If you become aware of objectionable content posted on a Berkeley social media -- or objectionable

comments concerning the College that are posted on an unaffiliated site – please notify the Assistant Vice President, Institutional Advancement promptly.

B. Posting to Social Media Sites Not Administered by Berkeley College

Berkeley College is aware that members of the Berkeley community may wish to express their personal ideas and opinions through private social media that are not administered by the College.

Nevertheless, Berkeley reserves the right, under circumstances it deems appropriate and subject to applicable laws and regulations, to impose disciplinary measures, up to and including dismissal from the College or termination of employment, upon students, faculty, or staff who use private social media sites or communications resources in violation of the Usage Guidelines in this policy or in ways that reflect poorly on the College or are deemed to interfere with the conduct of College business.

In appropriate cases, such conduct may also be reported to law enforcement authorities.

II. Site Approval, Administration and Requirements

With appropriate authorization, Berkeley College social media sites may be administered on behalf of (a) Berkeley College as an institution; (b) individual Schools, programs or departments; (c) members of the faculty, in connection with a specific course; or (d) student organizations. **Unauthorized use of the Berkeley College name, logo, or trademarks without the express permission of an authorized official of the College is strictly prohibited.**

A. Authorization of Social Media Sites

Any person or organization who seeks authorization for a new site will be expected to articulate an appropriate purpose of the site and a reasonable plan for managing its content.

- **Institutional sites** that represent Berkeley College as a whole must be authorized in advance by the President of Berkeley College.
- **Sites sponsored by one of Berkeley's individual Schools** must be authorized in advance by the Dean of that School (or Dean, Online).
- **Program and departmental sites** must be authorized in advance by the Program Director or Department Chair, respectively, and approved by the Associate Provost for Faculty Affairs.
- **Sites administered by members of the faculty in connection with specific courses** must be authorized by the faculty member and approved by the Program Director or Department Chair, respectively.
- **Sites sponsored by recognized student organizations in connection with specific activities** must be authorized by the Dean, Student Development & Campus Life for the relevant location or the Vice President for Student Development & Campus Life.

Note: When naming pages or accounts, selecting profile pictures or icons, and selecting content to post, authorized Berkeley sites that represent only a segment of the Berkeley community (for example, an individual School, program, department or course) should take care to avoid the appearance of representing the entire institution. **Names, profile images, and posts should all be clearly linked to the particular School, program, department or course.**

B. Site Administrators

Each authorized Berkeley College social media site must have a designated administrator. In addition, the Assistant Vice President, Institutional Advancement (or her delegee) shall be included as an administrator on any Berkeley College social media site.

C. Site Registration

All Berkeley College social media sites shall register each term with the Berkeley College Office of Institutional Advancement. In addition, the Office of Institutional Advancement shall keep track of registrations and may, in its discretion, review site content (but is not required to do so). If a site does not register (or renew its registration) for a term, or if the Office of Institutional Advancement becomes aware of content posted on a Berkeley College site in violation of this policy, the Office of Institutional Advancement shall promptly take appropriate action, which may include notifying the site administrator, the official who authorized the creation of the site, and/or other College officials, removing the offending content and/or closing the site.

D. Site Requirements: Required Terms of Use, Privacy Policies, and Disclaimers

- **Terms of Use.** Every Berkeley College social media site shall clearly set forth **Terms and Conditions of Use** applicable to the site, which shall incorporate the ***Usage Guidelines for Berkeley College Social Media Sites*** substantially as they appear in this policy.
- **Privacy Policy.** For sites on which personally identifiable information is recorded, the Terms and Conditions of Use must also include either (a) a link to or (b) the text of the Berkeley College **Internet Privacy Policy**.
- **Acknowledgement and Agreement.** The Terms and Conditions of Use must also include the following **Acknowledgement and Agreement**:

“In connection with the use of this Site and as a condition of such use, the user expressly acknowledges and agrees that any use of the site is subject to these Terms and Conditions of Use; that these Terms and Conditions of Use may change without notice and continued use of the site constitutes acceptance of such changes; that Berkeley College neither endorses nor shall be held liable for the content of any postings that are not made by authorized College personnel or that are in violation of this policy; and that the user shall indemnify Berkeley College, its affiliates, and their respective officers, directors, trustees, employees, agents and representatives from any and all expenses and liabilities, including but not limited to reasonable attorneys’ fees, resulting from any content posted by such user or any violation of these Terms and Conditions of Usage.”

- **Disclaimer.** Every Berkeley College social media site shall also include a disclaimer stating,

“Content posted to this site represents the views of the individuals who post it and, unless stated otherwise, neither represent the views of nor are endorsed by Berkeley College.”

III. Questions?

Violators may be subject to disciplinary action, up to and including dismissal from the College or termination of employment. Any questions regarding site administration or Usage Guidelines may be addressed to the Berkeley College Office of Institutional Advancement. Questions regarding copyright, privacy, advertising, and other legal requirements may be addressed to the Berkeley College Office of Institutional Compliance.