



Employee Social Media Policy

A. Introduction

Suffolk County Community College (College) encourages the appropriate use of social media as a method for communicating ideas and information, promoting programs and events, and as part of its educational mission. This policy governs College employees in their use of social media technologies for work purposes.

B. Social Media Defined

Social media is defined as Internet or mobile digital tools and systems used to share and/or receive information or conversation. Blogs, social networks, and websites such as Facebook, LinkedIn, Twitter, Tumblr, Instagram, Snapchat and YouTube are examples of social media which provide channels to share knowledge and connect with others.

C. College Social Media Sites

The College Director of Communications is authorized to utilize various social media platforms to present information and content to the public relating to the College and to receive feedback from the public and the College community. Content and information released by the Director of Communications on social media is equivalent to content and information released to the press and the public in any other format, such as news releases, letters to the media, and open letters to the public. Such content and information must be accurate and comply with all applicable laws, rules and regulations, and College policy.

D. Department/Office Social Media Sites

1. Permission must be granted by the College Director of Communications for a College department or office to create and manage a social media site. To request such permission, employees, upon prior consent of the appropriate Vice President, must submit a ***Social Media Request Form***.

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