

Saint Joseph's College

Policy Guidebook

Human Resources
Section Name: Work Rules
Section Number: 5.18
Effective Date: 1/1/2020

SUBJECT: Social Media

Purpose:

This policy is to provide guidance to employees in making responsible decisions about their use of social media. Social media presents certain risks and carries certain responsibilities with it as well.

Applicable to:

All employees of Saint Joseph's College

Policy:

This policy applies to all kinds of electronic communications, including but not limited to multi-media, social networking sites, and blogs for both professional and personal use. You are solely responsible for anything you post online. Before creating online content, consider some of the risks associated with the content that you are posting. Employees must always be respectful, courteous, and fair to fellow employees who work on behalf of the College. Also, make sure to be honest and accurate when posting information or news, and if there is a mistake, correct it quickly. Employees must never post any information or rumors that may deface the College or employees in any way. Keep in mind that any of your conduct that adversely affects your job performance or the performance of fellow staff, may result in disciplinary action up to and including termination.

Procedure:

1. Consistent with other college policies, internet postings may not disclose any information that is confidential or proprietary to Saint Joseph's College or to any third party that has disclosed information to the College. Do not post internal reports, policies, procedures, or other internal college-related confidential communications.
2. Internet postings must respect copyright, privacy, fair use, financial disclosure and other applicable laws.
3. Express only your personal opinions. Never represent yourself as a spokesperson for the College. If Saint Joseph's College is a subject of the content you are creating, be clear and open about the fact that you are an employee and make it clear that your views do not represent those of the College.
4. Employees should always use discretion and follow the guidance of the SJC values when posting anything related to the College.

5. Refrain from using social media while on work time or on the equipment that the College provides, unless it is work-related as authorized by the College.
6. Do not use Saint Joseph's College email address to register on social networks, blogs, or other online tools utilized for personal use.
7. Do not create social media groups representing the College. The Communications Department manages the social media sites and communications for the College.
8. Hiring managers and members of a search committee should not examine or search private social media user profiles when evaluating candidates for employment or promotion. Saint Joseph's College will not compel any employee or applicant to disclose any information about their private social media accounts (this does not apply to investigations of workplace related violations or misconduct).
9. Examples of prohibited activity include, but are not limited to:
 - Inappropriate posts that may include discriminatory remarks, harassment, or threats of violence
 - Posts that could contribute to a hostile work environment on the basis of race, sex, national origin, religion, sexual preference, gender identity or any other status protected by law or by Saint Joseph's College policy
 - Anything that could be viewed as malicious, obscene, threatening, or intimidating
 - Offensive posts meant to intentionally harm someone's reputation

This policy will not be interpreted in any manner to infringe upon an employee's legal rights or protections

See also, [Acceptable Use Policy for Information Technology](#)