

**3358: 14-17-02 Social media.**

- (A) The board of trustees acknowledges that current and future students, faculty, staff, alumni, and citizens of our community are utilizing social media to stay connected. Having a presence in many of these areas will allow the college to broadcast information and interact with the public. Guidelines for social media are defined in procedure 17 – 02(A).
- (B) Northwest state community college recognizes its responsibility to assure employees, volunteers, and contractors adhere to local, college also retains its prerogative to protect its image, enhance its brand, guard proprietary information, require appropriate use of college computer resources, and restrict employee activities that do not add value to the college, mission, vision, strategic priorities, general learning goals, or financial well-being.
- (C) Social media includes, but is not limited, to blogs, wikis, social networks (examples: facebook, linkedin, twitter, myspace, etc) video and photo portals (examples: youtube, flickr), collaborative professional space and e-mail.
- (D) Employees and volunteers must adhere to general use guidelines when using social media for specific job-related tasks of Northwest state community college. These guidelines can be found on the college website or through the office for institutional advancement.

Effective: 03/16/2015

CERTIFIED ELECTRONICALLY

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Certification

03/05/2015

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Date

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