SUNY ERIE
State University of New York

Committee Meeting: Policy Committee	Date: January 13, 2021
Committee Chair: Kathleen Masiello	
New or Edited: New	

POLICY NAME: Social Media Policy

POLICY TYPE: Managerial

SUBMITTED BY: Tracey Cleveland, Vice President Human Resources, Equity & Inclusion

ISSUE OR STATEMENT OF PURPOSE: Guidelines for posting on Social Media

NEW OR EDITED POLICY: New

Countless conversations take place online about SUNY Erie every day, and we want our employees to join those conversations, represent our College, and share their experiences. However, the values, ethics and confidentiality policies that employees are expected to live by at work also guide our social media presence. When you post online, remember your responsibility to SUNY Erie, and our college culture.

Social media tools are not only a form of self-expression but also a means to further the College's business. Therefore, while the College encourages employees to use social media, there are guidelines that, as a representative of the College, you must adhere to.

- Per the Media Relations Policy, disclose your affiliation with SUNY Erie if you post about work-related matters that are within your area of job responsibility, particularly when posting anything that is designed to endorse, promote, sell, advertise, or otherwise support SUNY Erie's products or services. Such postings require prior approval from Marketing and Communications.

- State that the views expressed are your own when commenting on anything related to SUNY Erie, unless you have been authorized to speak on behalf of the College. This may be accomplished by posting the following disclaimer in an "About Me" section of your social networking profile: "I am not authorized to speak on behalf of SUNY Erie and the views expressed on this website/blog/site are mine alone and do not necessarily reflect the views of SUNY Erie." You should also consistently write in the "first person" narrative (e.g. "Today I am going to…).

- Use your best judgment when posting. Your social media posts are a clear representation of who you are and they also reflect on SUNY Erie.

- Honor our differences and live SUNY Erie's values. SUNY Erie does not tolerate discrimination or harassment on the basis of age, sex, race, color creed, religion, ethnicity, sexual orientation, gender identity, national origin, citizenship, disability, or marital status or any category protected by law. Employees are bound by SUNY Erie's non-discrimination and non-harassment policies while posting online, even during non-working hours. While we encourage individuals to use their best judgment when posting on social media and to uphold the mission and values of SUNY Erie, nothing in this provision should be read to limit or interfere with an employee's rights to express or discuss his or her opinions regarding the terms and conditions of employment with co-workers and/or third parties.

- Do not post or share student or employee information, including but not limited to financial figures, internal promotions, etc.

- Do not post or share confidential College information, including, but not limited to, internal operations, reports, policies, procedures, intellectual property, or College business strategies.

- Do not post images or information, marketing campaigns, or other information not yet in the public, without permission from the College's Marketing and Communications Department (see Media Relations Policy).

- Do not post or share false or other disparaging information about our competitors or SUNY Erie.

Only the College's Marketing and Communications Department shall post or comment on behalf of the College on matters including, but not limited to, political, world affairs, a crisis situation, or College news. The College encourages you to repost or share information the College has shared on its social media platforms or in the media.

We at SUNY Erie value your thoughts and your voice. Violations of this policy may lead to discipline, up to and including termination. While the College encourages participation on social media, and expects you to follow the guidelines within this policy, please note that nothing in this policy should be interpreted to limit or interfere with your rights under Federal, and State laws or regulations.

DOES IT SUPERCEDE A POLICY/WHICH ONE: No

POLICY COMMITTEE RECOMMENDED ACTION:
Policy & Governance Committee recommends the Board of Trustees accept the Managerial policy under Committee Briefings, Policy and Governance Committee. This Policy supersedes all prior policies/procedures and practices related to Social Media.

POLICY NAME: Social Media Policy - **Cont'd**

POLICY & GOVERNANCE COMMITTEE MEMBERS PRESENT: Trustee Kathleen Masiello, Student Trustee Travis Poling, Provost and Executive Vice President of Academic and Student Affairs Douglas Scheidt, Vice Provost of Institutional Research Assessment, Accreditation & Planning Fabio Escobar, Vice President of Human Resources, Equity & Inclusion Tracey Cleveland, Employee Relations Manager Daniel Kaufmann, Interim Vice President of Enrollment Management Phil Struebel, Dean of Liberal Arts and Science Joanne Colmerauer, Dean of Liberal Arts and Science Jamie Smith, Dean of Students Petrina Hill-Cheatom, College Senate Representative Colleen Quinn, William Falls, Instructor, SGA Representatives Vivian Degasperi and Malika Sultonova.

DATE OF BOARD APPROVAL: January 28, 2021

POLICY COMMITTEE TEAM FOLLOW-UP:
Following Trustee acceptance, this Managerial policy will be included in the SUNY Erie Community College Managerial Policy Manual.

INFORMATION/INPUT CONSIDERED DURING POLICY COMMITTEE DELIBERATIONS:
The Policy has been reviewed and discussed at the Policy Committee meeting of September 14 and November 10, 2020, and January 13, 2021

Item:	Date:	Explanation:
Policy adopted	January 28, 2021	
Annual BOT Review/Reaffirmed		
Previously Reviewed and Extended		
Renamed		

SUNY Erie Cross References

Policy Name or Procedure:	Where to find:
Media Relations Policy	Media Relations Policy

Next Steps

Include in College Catalog? N/A