

TITLE:

SOCIAL MEDIA POLICY

PURPOSE

During the 2019 Legislative Session, the Legislature passed Senate Bill 198. Effective November 1, 2019, “[a]ll state agencies and political subdivisions of this state shall adopt a social networking and social media policy that shall apply to the use of social media by state employees and employees of any political subdivision of this state to discourage abusive or offensive online behavior.” *See* 74 O.S. § 840-8.1(A).

POLICY STATEMENT

To protect the position, image and information assets of Seminole State College, use of the college’s social networking and social media sites is intended for the college’s purposes only. Employees are prohibited from using personal accounts for any institutional related business on any social media or social networking site. Seminole State College has developed this policy to properly portray, promote and protect the institution.

APPLICATION OF POLICY

This policy applies to the conduct of all employees of Seminole State College who, for work purposes, utilize social media or social networking, while in their capacity as a state employee, on state time, and using state resources.

DISCLAIMER OF LIABILITY

To the extent permitted by law, Seminole State College is not responsible for, and shall not be held liable for, the actions of users of the college’s social networking and social media sites, or for damages caused or suffered by such users. Further, the college is not responsible for, and shall not be held liable for the accuracy or quality of information obtained through any social media site, including personal sites.

DEFINITIONS

For the purpose of this Seminole State College policy, “Social Media” or “Social Networking” is defined as interaction with external websites or services based upon participant contributions to the content. Types of social media include social and professional networks, blogs, micro blogs, video or photo sharing and social bookmarking.

“Capacity as a State Employee” is conduct that occurs when the employee is performing work assigned by their state employer, engaging in conduct subject to their state employer’s control, representing themselves in a manner that a member of the public could reasonably expect that they are speaking on behalf of their state employer, or sharing information that they would not possess if not for their status as a state employee.

“State Time” is defined as time an employee is receiving wages or other remuneration from the state, including time when the employee is working from home or engaging in work activities at a location other than the employee’s designated work-site.

“State Resources” refers to any state-owned property, physical or digital, including but not limited to state-owned or provided computers, tablets, cellular telephones, and/or internet service.

SCOPE OF CONDUCT

All Seminole State College employees are discouraged from sharing content or creating comments on social media containing the following:

1. Obscene sexual content or links to obscene sexual content;
2. Abusive behavior and bullying language or tone;
3. Any unwelcomed discriminatory or harassing statements or images based on a protected characteristic that are so severe, pervasive, and objectively offensive that it effectively bars the victim’s access to an educational opportunity or benefit;
4. Conduct or encouragement of illegal activity; and
5. Disclosure of information which an agency and its employees are required to keep confidential by law, regulation or internal policy.

Employees are reminded that disclosure of confidential information is prohibited at all times, not solely through social media conduct. Any such disclosure may subject the employee to disciplinary action up to and including termination.

Seminole State College has appointed the Director of Community Relations, and members of the Media Relations Department, to be the voice(s) for Seminole State College on social media and to the public in general. Other employees wanting to represent Seminole State College in a professional manner by administering a Seminole State College social media/social networking page, commenting, replying and/or posting on social media must receive prior approval from the Media Relations Department and must adhere to the *Seminole State College Social Media Guidelines and Best Practices*.

Individual social media conduct affects the public view of Seminole State College and can possibly subject an employee to disciplinary action up to and including termination. If you have questions or need further guidance on the college’s social media policy, please contact your HR representative or your direct supervisor.

All Seminole State College employees may have personal social networking and social media sites and/or accounts. These sites and/or accounts should remain personal in nature and be used to share personal opinions or non-work related information. Following this principle helps ensure a distinction between sharing personal views and views of the college. Seminole State College employees must never use their college email account or password in conjunction with a personal social networking or social media site and/or account.

Employees are reminded that employment with Seminole State College is a matter of public information whether or not it is specified on your social media accounts. Employees should be mindful that whenever discussing issues in an online platform, your comments can be tied back to your employment with the state. All employees of the college should be courteous and civil when interacting with the public on social media. Nothing in this policy is meant to prevent an employee from exercising his or her right to make a complaint of discrimination or other workplace misconduct, engage in lawful collective bargaining activity, or to express an opinion on a matter of public concern.

REPORTING INAPPROPRIATE BEHAVIOR

To report inappropriate behavior on a Seminole State College social media site, contact the Media Relations Office at 405-382-9218. The Media Relations Office has the authority to remove or report any inappropriate content or content that violates the college's social media policy.

EMPLOYEE DISCIPLINARY PROCEEDINGS

Disciplinary proceedings may be pursued against an employee who posts or participates in the posting of unacceptable social media content outlined in the "Scope of Conduct" section of this policy. Any disciplinary action considered will follow the *Seminole State College Employee Discipline Policy II-4-13*.

OPEN RECORDS AND RECORDS DISPOSITION

Social Media and Social Networking content may meet the definition of "a record" subject to the Records Management Act, 67 O.S. §§ 201 - 217, along with the Consolidated Records Disposition Schedules. These policies detail the lawful retention and disposition of every record created or received by Seminole State College. Our office follows both the General Records Disposition Schedule for State Agencies as well as our own Seminole State College specific schedule.

Employees are reminded that social media content regarding the official work of the office may be a record subject to disclosure under the Oklahoma's Open Records Act, 51 O.S. §§ 24A.1 - 24A.31.

CONTACT INFORMATION

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Seminole, OK, 74818
405-382-9950

DATE OF ADOPTION: February 20, 2020

LEGAL REFERENCE:

REVISION DATE(S):

RELATED ADMINISTRATIVE RULES AND REGULATIONS:

