

# OPERATING POLICY: EMPLOYEE CONDUCT ON SOCIAL MEDIA

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## **I. Purpose**

The purpose of this operating policy is to provide direction for making responsible decisions to ensure appropriate use of social media.

## **II. Scope**

This operating policy applies to all Lansing Community College (LCC) employees and their use of all means of communicating or posting information or content of any sort on the internet, including email messages, blogs, journals, diaries, personal web sites, social networking or affinity web site, web bulletin or chat rooms, whether or not associated or affiliated with LCC, as well as any other form of electronic communication.

## **III. General**

At LCC, we understand that the rapid growth of social media technologies, combined with their ease of use and pervasiveness, make them attractive and popular communication channels, and fun, rewarding ways to share your life and opinions with family, friends and colleagues. However, use of social media has the potential for unintended consequences which can present certain risks and carry with it certain responsibilities. Therefore, to assist employees in making responsible decisions about the use of social media, this policy for appropriate use of social media has been established.

## **IV. Rules**

- A. The same principles and rules found in LCC Policies and Statements of Practice regarding conduct, including the Ethics and Standards of Conduct Policy for Employees, the Health, Safety and Safe Work Environment Policy and the Prohibited Sex or Gender Based Discrimination, Harassment and Sexual Misconduct Policy, apply to activities online. These policies may be accessed via the following links:

- [Ethics and Standards of Conduct for Employees](#)
- [Health, Safety, and Safe Work Environment](#)
- [Prohibited Sex or Gender Based Discrimination, Harassment, and Sexual Misconduct](#)

Employees are solely responsible for what they post online. Before creating online content, the risks and rewards that are involved should be considered.

- B. Postings should be collegial, fair and courteous to fellow employees, students, clients, vendors and others who work on behalf of LCC. Work-related concerns may be resolved more efficiently by speaking directly with your supervisor or colleague rather than posting complaints to a social media site. Nevertheless, if you decide to post complaints or criticism, avoid using statements, photographs, video or audio that reasonably could be viewed as harassment, bullying, malicious, obscene, threatening or intimidating to fellow employees, students, clients, vendors and others who work on behalf of LCC. Examples of such conduct might include offensive posts which intentionally or inadvertently harm someone's reputation, or posts that could contribute to a hostile work environment on the basis of race, sex, disability, religion, or any other status protected by law, or as cited in section A above.
- C. Make sure you are always honest and accurate when posting information or news, and if you make a mistake correct it quickly. Be open about any previous posts you have altered. Remember that the internet archives almost everything; therefore, even deleted postings can be searched. Never post any information or rumors that you know to be false about fellow employees, students, clients, vendors and others who work on behalf of LCC.
- D. Do not create a link from your blog, website or other social networking site to an LCC website without identifying yourself as an LCC employee.
- E. Express only your personal opinions. Never represent yourself as a spokesperson for LCC. If LCC 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 LCC.
- F. Refrain from using social media while on work time or on equipment we provide unless it is work-related as authorized by your manager or consistent with the College Acceptable Use Policy, which may be accessed via the following link:
- [Acceptable Use Policy](#)
- G. Do not use LCC email addresses to register on social networks, blogs or other online tools utilized for personal use.
- H. Retaliation or any negative action against any employee for reporting a possible deviation from this policy, or for cooperating in an investigation is strictly prohibited.
- I. Employees should ensure that all postings are consistent with this policy. Postings contrary to this policy that may include discriminatory remarks,

harassment, and threats of violence or similar inappropriate, unlawful conduct, or adversely affect job performance, the performance of fellow employees or otherwise adversely affect fellow employees, students, clients, vendors and others who work on behalf of LCC will not be tolerated, and may result in disciplinary action up to and including termination.

**V. Responsibility**

Responsibility for the interpretation and administration of this policy is delegated to the Executive Director of Human Resources or his/her designee.

December 14, 2018

