TITLE: SOCIAL MEDIA POLICY

Social media platforms are powerful communication tools that have a significant impact on organizational and professional reputations. Because the use of social media may blur the lines between personal voice and institutional voice, Gogebic has established the following policy to clarify how best to enhance and protect the College, as well as personal and professional reputations, when participating in social media.

Both in professional and institutional roles, employees are expected to follow the same behavioral standards online as they would in the real world. The same laws, professional expectations, and guidelines for interacting with students, parents, alumni, donors, media, and other College constituents apply. Employees are accountable for any institutionally related content they post to social media sites.

This Policy applies to all College employee use of social media, which should be broadly understood for purposes of this Policy to include blogs, wikis, microblogs, message boards, message apps, chat rooms, electronic newsletters, online forums, social networking sites, and other sites and services that permit users to share information with others in a contemporaneous manner.

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