

### **I. Purpose**

To provide employees with guidance and limitations when using social media and digital communication (hereinafter “social media”).

### **II. Scope**

This policy applies to all employees.

### **III. General**

This policy applies to all social media and digital communications activities of employees whether operating on behalf of the college or for personal use. Such communications include but are not limited to posting information or content of any sort on the internet, including email messages, blogs, journals, personal websites, social networking or affinity websites, web bulletins, or chat rooms, as well as any other form of electronic communication.

Personal communications (also referred to herein as non-college communications that have no adverse impact on the working conditions of college employees, the success of LCC students, or the reputation of the College) fall outside of the scope of this policy. However, when using social media for personal use, College employees are encouraged to refrain from disclosing that they are LCC employees and/or place a disclaimer that the content and views expressed are those of the employee and not their employer.

College employees are required to follow the same behavior standards online as they are offline, including compliance with the following College policies: Acceptable Use, Advocacy-Freedom of Speech, Ethics and Standards of Conduct for Employees, Intellectual Property, Prohibited Sex or Gender-Based Discrimination, Harassment, Information Security, Academic Records, Workplace Violence, and Sexual Misconduct and abide by all applicable local, state and federal laws. College employees are also expected to comply with the terms of service of any social media platform used.

This policy shall not be construed to restrict the First Amendment rights or activities thereunder of employees.

#### **Official College Communications**

Employees are not permitted to use the College’s name in an official capacity or use the College’s marks, logos, or other intellectual property unless they have received express written authorization from the LCC Director of Public Relations, or unless an agreement, license, or applicable law permits such use.

Further, employees who are authorized to provide such communications on behalf of the College are prohibited from making discriminatory, disparaging, and/or defamatory or harassing comments about others; likewise, they must refrain from intentionally communicating information that may harm or tarnish the image, reputation and/or goodwill of the College and/or any of its employees.

#### **Non-LCC Communications**

Any employee found to have created and/or posted content on a website or profile that disrupts the efficient and effective operation of the College may be subject to disciplinary action up to and including termination.

#### **IV. Responsibility**

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

Adopted: September 19, 2022