Article XVII
Social Media Policy

Section 1. Social Media

Social media includes but is not limited to blogs, wikis, social networks (examples: Facebook™, LinkedIn™, MySpace™, etc.), video and photo portals (examples: YouTube™, Flickr™), collaborative professional space, and e-mail. These programs often blur the lines between personal and professional life.

Illinois Central College believes its employees often are the best ambassadors for the College. Social media provide ICC employees ample opportunities to represent the College in the “virtual” community. ICC also recognizes its responsibility to assure employees, trustees, and volunteers adhere to local, state, and federal requirements to protect student and staff privacy. The College also retains its prerogative to protect its image, enhance its brand, guard proprietary information, require appropriate use of College computer resources, and restrict employee activities that do not add value to the College mission, vision, strategic priorities, general learning goals, or financial well-being.

Therefore, the Illinois Central College Board of Trustees establishes this policy regarding use of the social media by Illinois Central College employees and volunteers.

1. Employees and volunteers adhere to ICC’s internal standards on appropriate use of computer resources, media relations, Core Values, Diversity Pledge, CougarCare Principles, Red Flags policy, Ethics Ordinance, Brand Standards, and general use guidelines when using social media for specific job-related tasks of Illinois Central College. These standards can be found at www.icc.edu/standards.

2. When employees or ICC volunteers identify themselves as employed and/or associated with ICC, they should include a disclaimer that indicates that their opinions, comments, interpretations, etc., are their own and not those of the College and may not represent current or accurate information. In most cases, listing a title in a “profile” or “resume” would not require such a disclaimer, but commenting on policy, governmental affairs, or controversial issues without adherence to the College’s media relation standards and/or Ethics Ordinance would require such a disclaimer. Personal opinions expressed in personal restricted venues using personal computing resources most often would not require disclaimers.

3. Employees and volunteers recognize that they use social media at their own risk. The College assumes no responsibility or liability for social media activity by employees or volunteers that is not approved and coordinated through the Marketing and College Communications Department.

4. Classroom activities that involve the use of the social media should follow the guidelines established above only when such material is visible beyond the confines of the virtual classroom.

Adopted, ICC Board of Trustees
November 19, 2009