

BERKELEY COLLEGE

Social Media Policy

Scope

This policy applies to all use of social media by Berkeley College students, faculty and staff to represent or discuss matters concerning the College and/or members of the College community, whether or not such use involves the College's network or other computer resources.

Social media includes, without limitation, texting, blogs and propriety platforms such as Facebook, Flickr, Google+, Instagram, LinkedIn, Pinterest, SnapChat, Threads, Tik Tok, Yammer, and YouTube.

Purpose

This policy (1) provides guidance concerning the use of social media through the College's network, systems or equipment and/or the use of social media to represent or discuss matters related to Berkeley College and/or members of the Berkeley College community; and (2) sets forth rules for the administration of Berkeley social media sites.

Introduction

The growing popularity of social media has fundamentally changed the way we communicate as individuals and as an Institution. Berkeley College recognizes and embraces the power of social media, and the opportunity those tools provide to communicate with the Berkeley College community, including students, faculty, staff, parents, alumni, and other interested parties.

It is important to recognize, however, that the use of social media at or concerning Berkeley College is governed by the same laws, policies, rules of conduct and etiquette that apply to all other activities at or concerning Berkeley College. Even activities of a private nature conducted away from the College can subject you to disciplinary action if they reflect poorly on the College or interfere with the conduct of College business.

Note

In accordance with applicable laws and regulations, subject to other applicable Berkeley College policies, this Policy does not prohibit associates from using social media to discuss among themselves, even in terms that may be critical of the College, matters relating to the terms and conditions of their employment.

I. *Usage Guidelines*

A. Rules for Posting to Social Media Sites

When posting to any Berkeley College social media site, communicating with members of the Berkeley College community, or discussing the College on *any* site, **even through your own**

personal account or using your own phone, computer or other device without using the College network or equipment:

➤ **Do**

- Remember that laws and Berkeley College policies governing inappropriate conduct such as sexual (or other) harassment, bullying, discrimination, defamation, infringement of copyright and trademark rights, and unauthorized disclosure of student records and other confidential and private information apply to communications by Berkeley College students, faculty and staff through social media.
- If endorsing Berkeley College, accurately disclose your relationship to the College. When using Berkeley College sites or acting within the scope of your college responsibilities, you may only endorse Berkeley College, its programs, or its services if you have been authorized to do so by the College.
- Carefully consider the accuracy, clarity, length (brief is better) and tone of your comments before posting them. Posts on social media sites should protect the College's institutional voice by remaining professional in tone and in good taste. Remember, your posts may last forever.
- Respect the views of others, even if you disagree.
- If not sharing from Berkeley College's social media, tag Berkeley College at appropriate handle (#BerkeleyCollege and/or @BerkeleyCollege).
- Sign your post with your real name and indicate your relationship to Berkeley College. Do not use pseudonyms or post anonymously. (Social Media Coordinators do not need to include their individual names or titles in any content posted to the College's social media accounts.)
- Respect the views of others, even if you disagree.
- Be truthful, accurate and complete in describing Berkeley College programs and services.
- Strive to be accountable to Berkeley College audiences via regular updates and prompt responses when appropriate.
- Obey the Terms of Service of any social media site or platform in which you participate.
- Whenever appropriate, share content directly from Berkeley College's social media pages rather than duplicating it. When content is directly shared, it is linked back to Berkeley College's social media accounts. This facilitates the Marketing and Communications Department's efforts to analyze social media traffic and engagement (e.g. "likes," comments, and shares). In addition, posts originating from Berkeley College will have the appropriate links attached to bring the viewer back to the website or coordinating landing page.
- Whenever, as a member of the Berkeley College faculty, you utilize a social medium as a means of student participation in course work be sure to also provide a practical and appropriate alternative for students who may be unable or reluctant to utilize that social medium (for example, some students may not be comfortable with opening a Facebook account).

➤ **Do Not**

- Use social media to harass, threaten, insult, defame or bully another person or entity; to violate any College policy; or to engage in any unlawful act, including but not limited to gambling, identity theft or other types of fraud.
- Post or store content that is obscene, pornographic, defamatory, racist, excessively violent, harassing, threatening, bullying or otherwise objectionable or injurious. This guideline should not be construed to prohibit associates from discussing matters relating to the terms and conditions of their employment as stated in the Note above. In addition, do not attempt to compromise the security of any Berkeley College social media site or use such site to operate an illegal lottery, gambling operation, or other illegal venture.
- Post copyrighted content (such as text, video, graphics or sound files) without permission from the holder of the copyright. Remember, even information that is widely available to the public (such as text, photographs, or other material posted on the Internet) may be subject to copyright restrictions that prohibit unauthorized duplication or dissemination. For more information, please review the Berkeley College [Copyright Policy](#) or contact the Legal Department.
- Post trademarked content (such as logos, names, brands, symbols and designs) without permission from the trademark owner. The “®” symbol indicates that the mark is federally registered and the owner has the exclusive right to use it. The “TM and SM” symbols indicate that the owner may have common-law rights, but the mark is not federally registered. For more information or questions about trademark permissions, contact the Legal Department.
- Use the Berkeley College name, logo or trademarks for promotional announcements, advertising, product-related press releases or other commercial use, or to promote a product, cause, or political party or candidate.
- Disclose confidential Berkeley College information, non-public strategies, student records, or personal information concerning (past or present) members of the Berkeley community without proper authorization.
- Make false claims or representations about Berkeley College programs or services, and do not speculate or guess if you do not know the information.
- Spread gossip, rumors, or other unverified information. Furthermore, do not assume that everything posted on a social media site is true.
- Spend excessive time using social media for personal purposes during working hours or use any Berkeley College social media sites, networks, equipment or peripherals for unauthorized commercial purposes.
- Give authorization access to any third parties to post, monitor, maintain etc., without express written permission from the Marketing and Communications Department.
- Transmit chain letters, junk email, or bulk communications.
- Be rude or argumentative, or use inappropriate language. [Correct factual inaccuracies but avoid negative exchanges whenever possible.]
- Be careless with spelling or syntax, or use language that may easily be misunderstood.
- Post a person’s photograph or video image without first obtaining permission and signed talent releases from anyone depicted in the photograph or video. Blank release forms

may be requested from marketing@berkeleycollege.edu and should be promptly returned to the Marketing and Communications Department after they are signed.

Note: Please keep in mind that photographs posted on social media sites can easily be appropriated by visitors.

- Represent your personal opinions as institutionally endorsed by Berkeley College. If you are not authorized to post specific content on behalf of the College, then the following disclaimer should appear in your post: “These are my personal opinions and do not reflect the views of Berkeley College.”
- Expect that your posted content will remain private or that dissemination will necessarily be limited to your intended audience, **even if you are accessing your own private account over the Berkeley network or using Berkeley equipment or peripherals.**
- Attempt to mask your identity or attribute your comments to another person (real or fictitious).
- Insult, disparage, disrespect or defame the College or members of the Berkeley community.
- Discuss legal issues or risks or draw legal conclusions on pending legal or regulatory matters involving the College.

Note: Berkeley College is not responsible for monitoring or pre-screening content posted on its social media sites.

Notwithstanding the foregoing, the Marketing and Communications Department of Berkeley College reserves the right, in its sole discretion, to monitor its sites, and modify or remove, without notice, any content that it determines to be harmful, offensive, commercial in nature, or otherwise in violation of law or this Policy.

If you become aware of objectionable content posted on a Berkeley social media -- or objectionable comments concerning the College that are posted on an unaffiliated site -- please notify the Marketing and Communications Department promptly. Do not reply on behalf of the College. The Marketing and Communications Department Social Media Coordinators will work with the appropriate department(s) as necessary to address the objectionable content.

B. Posting to Social Media Sites Not Administered by Berkeley College

Berkeley College is aware that members of the Berkeley community may wish to express their personal ideas and opinions through private social media that are not administered by the College.

Nevertheless, Berkeley College reserves the right, under circumstances it deems appropriate and subject to applicable laws and regulations, to impose disciplinary measures, up to and including dismissal from the College or termination of employment, upon students, faculty, or staff who use private social media sites or communications resources in violation of the Usage Guidelines in this policy or in ways that reflect poorly on the College or are deemed to interfere with the conduct of College business.

In appropriate cases, such conduct may also be reported to law enforcement authorities.

II. Site Approval, Administration and Requirements

Social media sites may be established and administered by the Marketing and Communications Department on behalf of Berkeley College as an institution. No person shall establish or administer any social media site that purports to represent Berkeley College or its faculty, staff, students, schools, departments, clubs, athletic teams or related organizations without the approval of the Marketing and Communications Department. **Unauthorized use of the Berkeley College name, logo, or trademarks without the express permission of an authorized official of the College is strictly prohibited.**

A. Authorization of Social Media Sites

Any person or organization who seeks authorization for a new site will be expected to articulate an appropriate purpose of the site and a reasonable plan for managing its content. All new sites require approval from the Marketing and Communications Department.

- **Institutional sites** that represent Berkeley College as a whole must be authorized in advance by the President of Berkeley College.
- **Sites sponsored by one of Berkeley's individual schools** must be authorized in advance by the Associate Provost or Dean of that school.
- **Sites administered by members of the faculty in connection with specific courses** must be authorized by Program Director or Department Chair, respectively.
- **Student organization content in connection with specific activities** must be authorized by the Vice President for Student Development & Campus Life and sent to the Marketing and Communications Department for posting on the official Berkeley College sites; student organization sites (including but not limited to clubs and sports) are strictly prohibited.

Note: When naming pages or accounts, selecting profile pictures or icons, and selecting content to post, authorized Berkeley College sites that represent only a segment of the Berkeley community (for example, an individual college, program, department or course) should take care to avoid the appearance of representing the entire institution. **Names, profile images, and posts should all be clearly linked to the particular college, program, department or course.**

B. Site Administrators

Each authorized Berkeley College social media site must have a designated administrator. The Marketing and Communications Department must be notified of any changes or additions to designated administrators for final approval, as well as be provided login credentials to said site.

C. Site Registration

All Berkeley College social media sites shall register each term with the Berkeley College Marketing and Communications Department. In addition, the Marketing and Communications Department shall keep track of registrations and may, in its discretion, review site content (but is not required to do so). If a site does not register (or renew its registration) for a term, or if the Marketing and Communications Department becomes aware of content posted on a Berkeley College site in violation of this policy, the Marketing and Communications Department shall promptly take appropriate action, which may include notifying the site administrator, the official

who authorized the creation of the site, and/or other College officials, removing the offending content and/or closing the site.

D. Site Requirements: Required Terms of Use, Privacy Policies, and Disclaimers

- **Terms of Use.** Every Berkeley College social media site shall clearly set forth **Terms and Conditions of Use** applicable to the site, which shall incorporate the *Usage Guidelines* substantially as they appear in this policy.
- **Privacy Policy.** For sites on which personally identifiable information is recorded, the Terms and Conditions of Use must also include either (a) a link to or (b) the text of the Berkeley College [Internet Privacy Policy](#).
- **Acknowledgement and Agreement.** The Terms and Conditions of Use must also include the following:

“In connection with the use of this Site and as a condition of such use, the user expressly acknowledges and agrees that any use of the site is subject to these Terms and Conditions of Use; that these Terms and Conditions of Use may change without notice and continued use of the site constitutes acceptance of such changes; that Berkeley College neither endorses nor shall be held liable for the content of any postings that are not made by authorized College personnel or that are in violation of this policy; and that the user shall indemnify Berkeley College, its affiliates, and their respective officers, directors, trustees, employees, agents and representatives from any and all expenses and liabilities, including but not limited to reasonable attorneys’ fees, resulting from any content posted by such user or any violation of these Terms and Conditions of Usage.”

- **Disclaimer.** Every Berkeley College social media site shall also include the following:
“Content posted to this site represents the views of the individuals who post it and, unless stated otherwise, neither represent the views of nor are endorsed by Berkeley College.”

Usage of Artificial Intelligence (AI)

The use of Artificial Intelligence (AI) tools in content creation or management is permitted only when in compliance with the Usage Guidelines herein. All representations of Berkeley College must remain factual and align with the Institution’s brand guidelines, as established by the Marketing and Communications Department.

III. Questions

Violators may be subject to disciplinary action, up to and including dismissal from the College or termination of employment. Any questions regarding site administration or Usage Guidelines may be addressed to the Marketing and Communications Department. Questions regarding copyright, privacy, advertising, and other legal requirements may be addressed to the Legal Department.