

## **SOCIAL MEDIA CONDUCT**

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### **Purpose**

This Policy is intended to provide Cossatot Community College of the University of Arkansas (hereinafter UA Cossatot) employees with guidelines for appropriate online activity. Although this Policy cannot address every instance of inappropriate social media use, it is intended to offer guidelines to employees, thereby helping employees to avoid potentially costly mistakes online. The nature of the Internet is such that what you “say” online will be captured forever and can be transmitted endlessly without your consent or knowledge. Employees should remember that any information that is shared online instantly becomes permanent and public.

### **Serving the Public**

UA Cossatot is a state-supported institution. The success of the College depends, to a large extent, on how its employees serve the public, our clients, and customers. Each employee plays an important role in building and maintaining good relations with the public because the College is judged not only on the quality of its graduates, but also on interactions with employees. Employees are encouraged to treat every member of the public courteously in all correspondence, emails, telephone conversations, and on campus personal interactions. Each employee can be considered an emissary of the college, or the face of the college, and should consider that when posting (or having something reposted) on social media.

### **Scope**

This Policy applies to all employees’ use of the Internet, including participation in and use of social media, regardless of whether such use occurs in the workplace and regardless of whether such use involves the College’s electronic equipment or other property.

### **Association with the University of Arkansas System and UA Cossatot**

Employees who identify themselves online as being associated with the University of Arkansas System or UA Cossatot must comply with the rules set forth in this section. If you disclose your affiliation or relationship with the College, for example in your online profile, you must use an appropriate disclaimer to make clear that you are speaking only on behalf of yourself and not on behalf of or as an agent of the College. An example of an appropriate disclaimer follows: The opinions and viewpoints expressed are those of

the author and do not necessarily represent the position or opinion of the author's employer. To ensure continuity of the College's message, employees may not represent themselves to be speaking on behalf of the College unless expressly authorized to do so. Respect college time and property. College computers and time on the job are reserved for college-related business.

**Prohibited Conduct Employees are prohibited from engaging in any of the following in their online activities and posts:**

- Making any materially false or misleading statements regarding UA Cossatot or its employees;
- Promoting or endorsing violence;
- Promoting illegal activity, including the use of illegal drugs;
- Disclosing any confidential or proprietary information belonging to UA-Cossatot or obtained by the employee as a result of his employment with the College.
- Disclosing any information that does not adhere to college, state, and federal requirements such as Family Educational Rights and Privacy Act (FERPA) or the Health Insurance Portability and Accountability Act (HIPAA);
- Use of UA Cossatot's name to promote a product, cause, political party or candidate.

Digital files – text, photos, video or audio – are easily copied and extremely portable. Please think before you post or hit send. Many services archive all data posted, and viewers often copy or screen capture posts. Assume everything is archived somewhere – because it is. The key factor to remember is how difficult it will be to recover what you believe you deleted. Whatever you post can and often is shared globally.

Nothing in this Policy is intended to or will be applied in a manner that limits employees' rights to engage in protected concerted activity as prescribed by the National Labor Relations Act.

**Corrective Actions**

Social Media Policy infractions will be categorized as Group 3 offenses in the UA Cossatot Uniform Conduct Standards Policy, indicating that dismissal from the college may be warranted should a violation occur.

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**Policy History:**

September 12, 2022

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**PROCEDURE: NONE**