

Social Media Policy

POLICY: Social Media		CUSTODIAN:	Special Projects Director
POLICY NUMBER:	410.03	REVIEW DATE:	3/2021
APV'D DATE:	4/20/2021		
EFFECTIVE DATE:	4/20/2021		
REFERENCES: Employee Handbook – Cross reference Student Handbook – Cross reference			

Part 1. Policy Background and Purpose

It is the purpose of the Social Media Policy to protect the reputation of White Earth Tribal and Community College (WETCC) and ensure staff, students, and the public understand the expectations and authorized use of social media as it pertains to representing WETCC.

Part 2. Definitions

Administrators include any student or employee who manages an official WETCC social media site.

Social Media includes (but is not limited to) mediums such as Facebook, Twitter, LinkedIn, YouTube, and other electronic means of electronic communication and socializing.

WETCC Social Media includes any social media account created to represent WETCC groups, departments, programs, entities, etc. and does not apply to private individual accounts.

Part 3. Responsibility

The Special Projects Director has overall responsibility for the implementation of this policy and the accompanying Social Media Procedures.

The Special Projects Director will designate staff member(s) to be included as administrators on WETCC official social media accounts on behalf of the organization.

Part 4. Policy

There will be one official WETCC social media account that is recognized WETCC. The Special Projects Director shall regularly review the activity and usefulness of all accounts and ensure the policies and procedures of WETCC are upheld.

The use of WETCC name to promote any opinion, product, cause, political candidate or unsanctioned representation of WETCC in any social media is prohibited.

Inactive social media accounts will be asked to be deleted.

WETCC reserves the right to remove any content for any reason, including but not limited to content that is deemed threatening, obscene, libelous, a violation of intellectual property rights or privacy laws, or otherwise injurious or illegal.