

Policy: **Social Media**  
Responsible for Policy: Community Affairs and Marketing

Policy Number: **L-3**  
Most recent approval date: May 2016

**Policy Statement**

Social media is a means of communication that can advance the college mission provided that users follow applicable federal and state laws and best practices. FLCC social media accounts must be sponsored by a department or office and approved by a supervising office that will have administrative rights. Any pre-existing account that meets the definition of an FLCC social media account may continue to operate but must comply with this policy within 12 months of its adoption. The Marketing and Community Affairs Office will provide advice on the creation and operation of FLCC social media accounts.

**Reason for Policy**



### Forms/Online Processes

- None associated with this policy

### Appendix

- A: Best Practices for FLCC Social Media Account Use
- B: Best Practices for Personal Use

### Review dates/action taken: Entirely replaces Social Media-FLCC Connects (#L-3)

- March 2011: original effective date
- Fall 2012: no revisions
- May 2016: revisions to procedures

A

## **APPENDIX B: BEST PRACTICES FOR PERSONAL USE**

**Be authentic.** Be honest about your identity. In personal posts, you may identify yourself as an FLCC faculty or staff member. However, please be clear that you are sharing your views as a member of the higher education community, not as a formal representative of FLCC.

**On personal sites, identify your views as your own.** If you identify yourself as an FLCC faculty or staff member online, it should be clear that the views expressed are not necessarily those of the institution.

A common practice among individuals who write about the industry in which they work is to include a disclaimer on their site, usually on their "About Me" page. If you discuss higher education on your own social media site, we suggest you include a sentence similar to this: "The views expressed on this [blog, Web site] are mine alone and do not necessarily reflect the views of Finger Lakes Community College."

If you identify your affiliation with FLCC in your comments, readers will associate you with the university, even with the disclaimer that your views are your own. Remember that you're most likely to build a high-quality following if you discuss ideas and situations civilly.