

# Social Media Policy



## Social Media Policy

### Introduction

Pierce Mortuary Colleges welcomes the responsible use of social media technologies to support engaged and transformative learning and to reach out effectively to our broader community. Our diverse use of social media allows us to share, in a public way, the many qualities and strengths of our academic institution. PMC uses social media to build relationships with important constituencies like prospective and current students, donors, and alumni. Social media are powerful communications tools that have a significant impact on organizational and professional reputations. It is important to remember that we are subject to the same laws, professional expectations, Code of Conduct, and guidelines when interacting online as we would in-person with students, parents, alumni, donors, and the media.

### Social Media Policy Scope

This policy applies to all use of social media by the 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" is a term used to describe tools and platforms that enable individuals to share ideas and content quickly and easily. Social media are defined as media designed to be disseminated through social interaction, created using highly accessible and available publishing techniques. The popular venues are numerous and include social networking sites, such as, without limitation; texting, blogs and propriety platforms such as Twitter, Facebook, iTunes, Pinterest, Instagram, LinkedIn®, My Space, YouTube, Blogs, chat rooms, LMS, email, Snapchat and Flickr® to name a few. The lack of explicit reference to a specific social media site does not limit the extent of the application of this policy.

### Faculty and Staff Social Media Policy

Pierce Mortuary Colleges seeks to promote free and open discussion on social media sites, subject to its existing codes and policies. While all members of the community, students, staff, and faculty are expected to adhere to codes of conduct reflective of the values of the College, both on and offline, the College Student Social Media Policy recognizes that employees of the College are governed by personnel policies that may use different guidelines for using social media.

### Account Administrators

All social media accounts officially recognized by PMC must have PMC faculty or staff member as an administrator at all times. Should a PMC employee administrator of an account leave the College for any reason or no longer wish to be an account administrator, it is the President's responsibility to

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designate another PMC employee to be an account administrator prior to removing himself or herself from that role. PMC employees identified as administrators of accounts are held responsible for managing and monitoring the content of their officially recognized accounts. Administrators are responsible for removing content that may violate the College's Conduct Policies. All user names and passwords must be stored, kept, and maintained by the President of the College.

## Student Social Media Policy

Pierce Mortuary Colleges seeks to promote free and open discussion on social media sites, subject to its existing codes and policies. This policy applies to all Pierce Mortuary Colleges students, faculty, and staff who use social media to represent or discuss any matter concerning the College, whether or not such use involves the College's network or other computer resources. The use of social media at or concerning the College is governed by the same laws, policies, and rules of conduct and etiquette that apply to all other activities at or concerning the College. Activities of a private nature conducted away from the College can subject you to disciplinary action if those actions reflect poorly on the College or interfere with the conduct of College business.

All members of the community, students, staff, and faculty are expected to adhere to codes of conduct reflective of the values of the College, both on and offline. The following guidelines govern student communications administered on social media sites as well as those sites which lead to a complaint:

1. The Student Code of Conduct and other College policies apply online just as they would offline. Individual students and student organizations are expected to abide by the Student Code of Conduct. Students may be accountable to the College for acts on personal social media site(s) that violate the Student Code of Conduct.
2. Concerns about conduct online should be reported to the Dean or President of the College.
3. Posting of any kind by an individual that relates to the program clinicals, preceptor, funeral home, or practicum is strictly prohibited.
4. Livestreaming with any platform within and on the property of the College is strictly prohibited. Livestreaming off-campus must abide by the same rules within the Social Media Policy, Student Code of Conduct, and College Catalog.
5. The College has no duty to monitor and will not take on the duty to monitor any social media sites, including, but not limited to, those administered by College personnel.
6. Notwithstanding this, the College reserves the right to take down posts on pages administered by College personnel when considered to be necessary, including, but not limited to, violations of the College's codes and policies.

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7. The College also reserves the right to block individuals' access to social media sites administered by College personnel when they have been found to have engaged in violations of the College's codes and policies on such sites.
8. Conduct online, including on social media sites, otherwise can be subject to discipline in accordance with the College's codes and policies.
9. It is prohibited from using the College's name or image to endorse an opinion, product, cause, business, or political candidate or otherwise holding yourself as a representative of the College when you are not.
10. Post must be consistent with the mission of the College. Post on social media sites should protect the College's institutional mission and voice. Appropriate etiquette includes using language that is professional in tone, taste, and content.
11. Take responsibility and use good judgment. Incomplete, inaccurate, threatening, harassing posts or profanity on postings are strictly prohibited, including but are not limited to written posts and emoji symbols. Students can receive sanctions by the College for commentary, content, recordings, videoing, or images that are defamatory, proprietary, harassing, libelous, or that create a hostile work or learning environment, or that contravenes the College's Student Code of Conduct or Ethics.
12. It is inappropriate to use social media sites as a venue for venting. Written, video, or photographic posts directed toward a student, institutional, or faculty/staff as well as environmental surroundings, are strictly prohibited. Example: A student posts on Facebook about his frustration with a course instructor (or preceptor) after he is given feedback. The instructor is not identified by name but is identified by title (my course instructor, or my preceptor), with negative or derogatory comments. Another example is posting photographs of facilities or any component within a facility with or without comments.
13. Negative or derogatory posts that may affect the program's ability to operate are strictly prohibited.
14. Anonymous posts will be thoroughly researched to identify the corresponding IP address.
15. All laws governing copyright and fair use of copyrighted material must be followed.
16. The College name and College email addresses may not be used on social media sites and online forums for personal communication.
17. Any attempt by a member of the College community to obscure his/her identity as a means to circumvent the prohibitions listed herein by representing himself/herself as another person, real or fictitious, is strictly prohibited
18. Posting any student records on social media by any individual within the College community is strictly prohibited under the FERPA regulations.

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19. Should a student be found in violation of misconduct online, s/he may be charged and a sanction(s) determined.

*Failure to follow the above-stated guidelines may be considered a breach of appropriate professional behavior, Student Code of Conduct Policies, and the Social Media Policy, and are subject to discipline, up to and including dismissal from the Program.*

### **Legal Liability**

Students are legally liable for anything they write, present, or submit online. Nothing published on the internet is confidential. Students can receive sanctions by the College for commentary, content, recordings, videoing, or images that are defamatory, proprietary, harassing, libelous, or that create a hostile work or learning environment, or that contravenes the College's Student Code of Conduct or Ethics. Students may be subject to legal action by any individual, agency, or organization that views their commentary, content as defamatory, proprietary, harassing, libelous, or that creates a hostile work or learning environment, or as contravening their right to privacy and confidentiality.

### **Non-Compliance/Breach of Policy**

Violations of this policy will result in a review of the incident and may include action under appropriate College discipline processes. Corrective action may involve a verbal or written warning, suspension or dismissal and/or termination of the College, the Program, employment, or privileges with College. This section does not preclude disciplinary action for conduct that involves social media, and that also violates other College policies. See the Student Code of Conduct.