



CHAPTER 4 College Operations	SECTION NO. 4.12
REFERENCE 4.12.01 Social Media	<i>Adopted: September 10, 2013</i> <i>Reviewed: September 10, 2013; July 11, 2017; March 10, 2020; November 11, 2025</i> <i>Revised: July 11 2017; March 10, 2020; November 11, 2025</i>

Kishwaukee College Board of Trustees Policy Manual – 4.12.01 (Social Media- Page 1 of 2)

Kishwaukee College, hereafter referred to as the College, may establish an official College presence on social media websites to facilitate information sharing and community engagement. Social media communication tools are to be used for official College business such as marketing to potential students; communicating with prospective and current students, alumni, and employees; educating the public about the College and its mission, programs and events; and for emergency communications. The College's social media accounts and pages are not intended to provide an open public forum for expression inconsistent with these purposes.

The Marketing and Public Relations (MPR) department will be the administrators of the College's presence on social media sites, including, but not limited to, Facebook, Instagram, X (Formerly Twitter), and YouTube. Other areas of the College desiring to establish departmental or program sites should obtain approval from the Director of Marketing or their designee prior to creating social media sites. Only authorized individuals may send or post messages on social media sites on behalf of the College.

When using social media for College business: all College policies apply to an employee's postings and social media content. In addition, the following apply to conducting College business on social media and engaging with College social media pages:

1. Personal social media accounts should not be used to set-up or conduct College business, nor should College social media accounts be used to conduct personal business.
2. The College reserves the right to pre-screen, or remove (without notice) content that is College approved social media accounts.
3. The College also reserves the right to manage how individuals interact with College-approved social media pages, consistent with the limited purposes of those pages as described above and with procedures established by the MPR department.

When employees use social media that is not part of official College duties:

1. It should be done on personal time using personal computers or devices, and not College resources.
2. Employees must be clear that they are speaking for themselves and not on behalf of the College when using social media and talking about the College (for example, by including a disclaimer that the views expressed are personal to the author and do not necessarily represent the views of the College).
3. Employees may not use the College's official logos, graphics, or other branding without prior written approval from the Director of Marketing or their designee.



Kishwaukee College Board of Trustees Policy Manual – 4.12.01 (Social Media- Page 2 of 2)

4. Employees must abide by College policies regarding confidentiality and FERPA regulations when posting on their personal social networking accounts.
5. The College has fundamental interests in and expectations for employees' social media use that relates to or impacts the College, particularly when they appear to represent the College. Employees must refrain from social media posts or comments which are disparaging or demeaning to College students, employees, or the College, or which otherwise impair working relationships or disrupt College operations.