



Ohio Administrative Code Rule 3358:5-11-23 Social media policy.

Effective: February 20, 2024

(A) Social media is a communication tool that provides opportunities for members of Clark state college to share information and knowledge to the public. This initiative fosters learning, innovation, and collaboration between faculty, staff, and students. This policy applies to all social media use on behalf of the college.

Social media takes a number of forms including, but not limited to, social networking websites (e.g., LinkedIn, Facebook), microblogging websites (e.g., Twitter), blogs, online encyclopedias (e.g., Wikipedia), and video and photo sharing websites (e.g., YouTube, and Instagram). This policy provides information for members of the college community using social media.

(B) The college recognizes that social media content has the potential to affect the reputation of Clark state college and its stakeholders. This policy serves to protect the colleges reputation, image, and identity as well as guide the official use of social media by employees representing Clark state college.

(C) Clark state college is committed to promoting, regulating, and protecting the integrity of its identity. Clark state colleges social media channels are an official representation of the college, therefore must meet marketing and branding standards established by the college. The college may pursue all available recourse to block, remove, or delete inappropriate social media communication and/or accounts.

(D) The college relies on a team of employees who contribute to the success of social media by providing appropriate content and timely interaction with users. Employees who manage social media channels are expected to understand and respect the importance and obligations when representing the college on a public forum.

(1) Content posted by employees on Clark state colleges social media accounts should follow established procedures. Social media content posted on behalf of the college must:



(a) Comply with all applicable laws, regulations, and college policies, including, but not limited to, those addressing harassment, privacy of student and health records, confidentiality, copyright, computer usage, and information security.

(b) Comply with the terms of use for the social media platform used.

(E) All data and files, including social media content, on computers owned or operated by Clark state or transmitted using the college network are subject to applicable policies. Social media content posted using computers not owned or operated by the college or transmitted using the college's network may nonetheless be subject to appropriate action by Clark state college under applicable laws and/or policies.

(F) Faculty, staff, and recognized student organizations who wish to have a Clark state college social media account must get prior approval from the college relations/marketing office. A Clark state community college employee must be identified for each registered social media account used on behalf of the college.

The college relations/marketing office will review and evaluate all social media accounts created on behalf of Clark state college on a regular basis and will serve as a resource for content managers.