

**SCHOOLCRAFT COLLEGE**  
18600 Haggerty Road, Livonia, Michigan 48152-2696

**USE OF SOCIAL MEDIA**

Social media refers to a variety of online communities like blogs and social networks. All online publishing and commenting are powerful communication tools that have a significant impact on organizational and professional reputations. The use of social media may blur the lines between personal voice and institutional voice, so the College has established this policy to clarify how best to enhance and protect the College, and personal and professional reputations, when participating in social media.

Both in professional and institutional roles, employees are expected to follow the same behavioral standards online as they would in the real world. The same laws, professional expectations, and guidelines for interacting with students, parents, alumni, donors, media, and other College constituents apply. The College uses social media as a form of organic marketing to supplement traditional campaigns and public relations efforts. Those representing the College are encouraged to share College news and events that are a matter of public record with their family and friends. With this in mind, all individuals who represent the College in any form, including board members, officers, faculty, staff and students, are accountable for any institutionally related content they post to social media sites.

This policy applies to all College board members, officers, faculty and employees use of social media, which should be broadly understood for purposes of this policy to include blogs, wikis, microblogs, message boards, chat rooms, electronic newsletters, online forums, social networking sites, and other sites and services that permit users to share information with others in a contemporaneous manner.