

LeMoyne-Owen College Social Media Policy

Scope

This policy applies to the use of social media by current or former LeMoyne-Owen College, LOC, students, faculty and staff, when discussing matters concerning the College and/or members of the College community. Social media includes, but is not limited to sites such as Facebook, LinkedIn, , Twitter, Instagram, Google+, YouTube, and Pinterest.

Purpose

The policy provides guidance concerning the use of social media to represent or discuss matters related to LeMoyne-Owen College and/or members of LeMoyne-Owen College.

Guidelines

Federal, state, and local laws, and LOC regulations governing inappropriate conduct such as discrimination, bullying, sexual harassment, defamation, threats ,violation of copyright and trademark rights, unauthorized disclosure of student records, and other confidential information apply to communications by LOC students, faculty and staff through social media.

1. The LeMoyne-Owen College logo may not be used without permission of the department of Marketing and Community Relations. Official LeMoyne-Owen College social media sites are created, managed and monitored by the office of Marketing and Community relations, or approved designees. Attempting to compromise the security of any LOC social media site is prohibited.
 2. Posting of copyrighted media such as graphic content, videos, photos, or text, without appropriated permission, is prohibited.
 3. Disclosing of confidential LOC information, information regarding students' records, or information concerning current or former students or staff, without appropriate authorization, is prohibited.
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4. Posting of information that is bullying, insulting, defaming, or threatening to current or former members of the LOC community is prohibited.
5. Making false representations about LOC programs or services, or posting any unverified information about the College is prohibited.

LeMoyne-Owen College reserves the right, under circumstances deemed appropriate, to enact disciplinary measures, up to and including dismissal from the College, or termination of employment, of students, faculty, or staff who violate the usage guidelines in the LeMoyne-Owen College Social Media Policy in ways that reflect poorly on the College or are deemed to interfere with College business.