

HIGHLAND COMMUNITY COLLEGE
GENERAL PERSONNEL POLICY

SUBJECT: Social Media Policy

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BOARD OF TRUSTEE APPROVAL: 07/22/2026

EFFECTIVE DATE: 07/23/2026

Purpose

Highland Community College recognizes that faculty and staff may engage on social media platforms—such as Facebook, X, Instagram, LinkedIn, YouTube, Reddit, blogs, and other digital channels—in a personal capacity. While it can be enjoyable and rewarding to share personal experiences and opinions online, social media use can carry broader implications. Posts or interactions on social media may unintentionally affect the College's reputation, create confusion about official College positions, or raise privacy concerns involving students, colleagues, or campus matters.

As members of the Highland Community College community, we each share a responsibility to use sound judgment online and help maintain the trust, credibility, and integrity of the College. This policy is intended to provide faculty and staff with clear guidance on responsible social media use while supporting respectful and professional engagement online.

Guidelines for Responsible Social Media Use

1. **Think before you post.** Social media is public. Content shared online can quickly spread beyond your intended audience and may be saved or archived, even if privacy settings are in place. Because posts can have long-term visibility, take a moment to consider how they may reflect on Highland Community College, our students and campus community, and personal reputation. **When in doubt, it is best not to post.**
2. **Communicate with respect.** Communicate online in a professional and respectful manner. Be mindful that certain language or content may be interpreted as offensive, discriminatory, inflammatory, or dismissive. Highland Community College values a respectful and inclusive environment, and that standard extends to how we communicate online.

If you have concerns or frustrations related to work, student interactions, or internal College matters, please raise them through the appropriate internal channels (e.g. email to Human Resources or your supervisor) rather than posting them publicly. Highland Community College values open dialogue and constructive feedback and is committed to addressing concerns thoughtfully and appropriately.

3. **Be professional.** Cancel culture is real. Online activity can have lasting consequences for your personal reputation, professional relationships, and the College community. Highland Community College strongly encourages faculty and staff to use care when posting or sharing content online.

The College does not condone posting or sharing content that could reasonably be viewed as defamatory, discriminatory, harassing, or otherwise inappropriate. This includes comments, images, videos, or links shared on personal social media accounts.

4. **Do not click on any suspicious content.** Be mindful of suspicious messages, links, or connection requests received through social media. Do not click on unfamiliar links or download attachments from unknown sources. Never use your work email address or credentials to log in to personal social media accounts or third-party platforms, as doing so may create security risks for Highland Community College's systems and information.
5. **Protect confidential and sensitive information.** Do not share non-public or confidential information related to Highland Community College, including student information, personnel matters, internal communications, or other sensitive College business. Be mindful that even informal references to students, colleagues, or internal discussions may create privacy, legal, or reputational concerns.

Faculty and staff are expected to respect student privacy and handle sensitive information appropriately in accordance with applicable laws and College policies.

6. **Do not use Highland Community College's name and resources for personal social media use.** Do not represent yourself as speaking on behalf of Highland Community College unless you are specifically authorized to do so. The College's name, logo, branding, email addresses, or other College resources should not be used to promote personal views, causes, or activities. Personal social media activity should remain separate from official College communications and platforms.

If you choose to identify yourself as affiliated with Highland Community College, clearly state: *"The views expressed are my own and do not necessarily reflect those of Highland Community College."*

7. **Engage thoughtfully on public and political issues.** Highland Community College respects that faculty and staff may choose to engage online in discussions involving public issues or political topics in a personal capacity. When doing so, please communicate thoughtfully and respectfully, and be mindful that online activity may be associated with your role at the College.

Avoid posting or sharing content that could reasonably be viewed as discriminatory, harassing, or inconsistent with the College's commitment to maintaining a respectful and inclusive learning environment. If discussing College-related matters or topics that may affect the campus community, take care to share accurate information and avoid creating confusion about official College positions.

If you are unsure how to address a topic or respond to misinformation related to Highland Community College, please contact the appropriate College representative for guidance.

Using Social Media During Work Hours

Use of social media during work hours should be limited and must not interfere with your job responsibilities, productivity, or professional conduct. You are expected to prioritize your assigned duties and avoid excessive personal social media use during working time. Any social

media activity conducted on behalf of Highland Community College must be authorized and aligned with established communications guidelines.

If Media Contacts You on Social Media

If you receive a media inquiry related to Highland Community College, do not respond. Please forward the inquiry to mediainquiries@highlandcc.edu so it can be reviewed and handled appropriately.

For More Information

If you have questions about this policy or need further guidance, please reach out to the Marketing Department.