

Guidelines – Social Media

BSC understands that social media can be a fun and rewarding way to share your life and opinions with family, friends and co-workers. However, use of social media also presents certain risks and carries with it certain responsibilities. To assist you in making responsible decisions about your use of social media, we have established these guidelines for appropriate use of social media.

Social media can take many different forms, including but not limited to: internet forums, blogs and microblogs, online profiles, wikis, podcasts, pictures and video, email, instant messaging, music-sharing, and voice over IP, to name just a few. Some examples of social media applications would include: LinkedIn, Facebook, MySpace, Wikipedia, YouTube, Pinterest, Twitter, Yelp, Flickr, Second Life, Yahoo groups, Wordpress, ZoomInfo, etc.

Guidelines:

1. Employees may not post financial, confidential, sensitive or proprietary information about BSC, customers, employees, applicants or students.
2. Employees may not post obscenities, slurs or personal attacks that can damage the reputation of BSC, customers, employees, applicants or students.

Using Social Media at Work:

1. During work time, refrain from using social media on BSC equipment and personal devices, unless it is work-related and part of your job duties as authorized by your supervisor.
2. Do not use BSC email addresses to register on social networks, blogs or other online tools utilized for personal use.
3. Personal communications can be made during rest periods and lunch breaks.
4. Important personal family communications are expected on occasion and can occur during work hours.

Policies/Procedures:

1. These guidelines are consistent with BSC's Use of Computer and Network Facilities, NDUS's Procedures 1901.2 Computer and Network Usage and BSC's Code of Conduct policies.
2. Not following the guidelines may result in policy violations which could include discipline up to and including termination of employment.

References:

BSC Use of Computer and Network Facilities Policy -

<http://www.bismarckstate.edu/uploads/resources/314/useofcomputerfacilities.pdf>

NDUS Procedures 1901.2 Computer and Network Usage -
BSC Code of Conduct –

<http://www.bismarckstate.edu/uploads/resources/1203/codeofconduct.pdf>

History:

First policy draft reviewed and revised by the Operations Council on November 13, 2013 and approved by the Executive Council on November 18, 2013.