

Policy Number: 02.047

Policy Title: Use of Social Media

Policy Type: Employee Handbook

Governing Body: Senior Leadership Team

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Use of Social Media

Antioch College respects the right of any employee to maintain a blog or web page or to participate in a social networking, Twitter or similar site, including but not limited to Facebook and LinkedIn. However, to protect the College interests and ensure employees focus on their job duties, employees must adhere to the following rules:

Employees may not post on a blog or web page or participate on a social networking, Twitter or similar site during working time or at any time with College equipment or property.

All rules regarding confidential and proprietary business information apply in full to blogs, web pages, social networking, Twitter and similar sites. Any information that cannot be disclosed through a conversation, a note or an e-mail also cannot be disclosed in a blog, web page, social networking, Twitter or similar site. This does not prohibit employees from discussing terms and conditions of employment such as compensation and benefits with one another or third parties over social media sites.

Whether an employee is posting something on his or her own blog, web page, social networking, Twitter or similar site or on someone else's, if the employee mentions the College and also expresses either a political opinion or an opinion regarding the College's actions, the poster must make clear that he/she is speaking on his/her own behalf and not as a spokesperson for the College. The poster should specifically state that the opinion expressed is his/her personal opinion and not the College's position. This is necessary to preserve the College's good will in the marketplace.

College policies governing the use of corporate logos and other branding and identity apply to social media, and only individuals officially designated have the authority to speak on the company's behalf. Therefore, you are not permitted to use any company logo or graphics without first obtaining permission. This does not, however, prohibit employees' non-commercial use of the Antioch College name, logo or trademarks in the course of discussing or publicizing matters related to employees' terms and conditions of employment.

Any conduct that is impermissible under the law if expressed in any other form or forum is impermissible if expressed through a blog, web page, social networking, Twitter or similar site. For example, posted material that is discriminatory, obscene, defamatory, libelous or threatening is forbidden and may result in discipline up to and including termination of employment.

Antioch College encourages all employees to keep in mind the speed and manner in which information posted on a blog, web page, and/or social networking site is received and often misunderstood by readers. Employees must use their best judgment. Employees with any questions should review the guidelines above and/or consult with their manager. Failure to follow these guidelines may result in discipline, up to and including termination.

