



**BOARD POLICY**

**No. 800-A**

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TITLE: Social Media Policy

DATE ADOPTED: October 20, 2020

EFFECTIVE DATE: October 21, 2020

SUPERSEDES: New

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**I. PREAMBLE**

Rowan College at Burlington County (“College”) recognizes and supports the principles of academic freedom and the First Amendment rights of employees and students to speak on matters of public concern as private citizens through social media. This policy establishes the College’s expectations and employee and student responsibilities, consistent with the above-referenced rights and principles, regarding the use of existing and emerging social media communication technologies.

**II. DEFINITIONS**

“Social media” refers to any and all forms of tools, platforms, and services for creating, integrating, distributing or sharing user-generated content including, but not limited to Facebook, Twitter, YouTube, Google, LinkedIn, Tumblr, Instagram, Flickr, Pinterest, Flipboard, TikTok and Snapchat.

“Personal Social Media” means any social media account that is not identified with or created or maintained by the College and does not use College websites, networks, equipment, or technology.

**III. USE OF SOCIAL MEDIA AT ROWAN COLLEGE AT BURLINGTON COUNTY**

Webpages and social media identified with the College must be consistent with the College’s publishing guidelines, and employee and student codes of conduct, and shall be used only to support an authorized College or student function, group, or event.

All other webpages and social media: 1) shall not display video, audio, photographs, written text or any other material created by or for the College unless authorized by the College in writing, or published on a website or social media for public distribution; 2) shall not directly or indirectly suggest that the communication is associated with the College or that the College endorses the views

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or opinions expressed in the content; and 3) if linked in any way to the College's website or information technology system, must explicitly state that the material provided is the individual's own and is not associated with the College and does not express the views or opinions of the College.

#### **IV. POLICY ON FREEDOM OF SPEECH AND COMMENT DELETION**

The College's social media is purposed to promote interaction and conversation with and between students, faculty, staff and the broader community. However, there may be times where a social media user communicates something inappropriate for the general audience. The College therefore reserves the right to, in its sole discretion, delete user comments that promote commercial ventures or that do not comply with other college (or social media platform) policies. Posts that meet any of the following conditions are prohibited and subject to removal:

1. Comments that are not related to the topic currently being discussed on the college's social media page.
2. Expressions of speech that constitute libel. Libel means speech that intentionally or negligently makes false statements about an individual, group or entity that causes injury to his/her/its reputation; and speech that maliciously makes false statements about a public official causing injury to his/her reputation.
3. Expressions of speech that are obscene and not protected by the First Amendment. Obscenity means a depiction or description, in a patently offensive way, of sexual conduct or excretory functions that, when taken as a whole, lacks serious literary, artistic, political or scientific value or that the average person, applying contemporary local standards, would find, when taken as a whole, appeals to prurient interests.
4. Expressions of speech that constitute harassment or discrimination under New Jersey or Federal law.
5. Expressions of speech that are directed to inciting or producing imminent violence or other breach of the peace and are likely to incite or produce such action.
6. Expressions of speech that reveal information protected from disclosure by New Jersey or Federal law, including confidential student information, protected health information, confidential personal information, personal financial information, or confidential research data.
7. The use of film, photographs, logos, or other material that violates the copyright, trademark or intellectual property rights of the College or others.



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8. Digital and audio recordings of live or online classroom instruction may not be published on Social Media without the prior written consent of the appropriate faculty member(s), any student who is identified and the College.

**V. PRIVACY**

The College will not require a current or prospective employee or student to disclose whether they maintain a personal social media account nor will it require a current or prospective employee or student to provide or disclose a user name or password or provide the College access to a personal social media account in order to access any electronic information, except as otherwise required by State or Federal law.

**VI. VIOLATIONS**

The College reserves the right to review content posted to any social media or webpage maintained in the name of or by the College and may remove or cause the removal of any content that violates this Policy or federal, state or local laws. The College may block posts of users that violate this Policy and/or restrict or deny a violator's access to The College webpages and social media. College Employees who violate this Policy may be subject to disciplinary measures, consistent with the Employee Handbook and any applicable collective bargaining agreement, up to and including suspension, dismissal, and termination. Students who violate this Policy may be subject to discipline in accordance with the Student Code of Conduct.