

Social Media Standards



Allen Community College recognizes the value of social media as a means of communicating, teaching and learning in today's technology-driven world. Allen encourages the use of social media to promote the college and its programs and activities and to communicate useful information to and among employees, students, alumni and the public. Allen also recognizes the challenges and potential harm that social media may cause individuals and the institution and, therefore, has provided the following guidelines in order to assist those representing the College through such media.

For the purpose of these guidelines, social media is defined as any online interactive tool which encourages participation, interaction and exchanges. New forms of social media appear on a fairly regular basis, as well as blogs, discussion forums, instant messaging and any website which allows public commenting or posting.

Student Social Media Policy

As a student you should be aware of your association with and responsibilities to the College and ensure that your profiles and related content are consistent with Allen's policies, including but not limited to, data protection, dignity, and electronic mail usage and information security.

You should also be aware that any digital material that you post online could reach a wider audience than you would have expected or intended. Once digital content has been created and shared, you will have limited control over its permanence and audience.

Students are personally responsible for what they communicate on or through social media and they should adhere to the standards of behavior set out in these standards and any related policies. Use of social media should not infringe on the rights, or privacy of other students, or staff and students should not make ill-considered comments or judgments about other students, staff or third parties. Students should take particular care when communications through social media can identify them as a student of Allen Community College to members of staff, other students, or other individuals.

The following non-exhaustive list may, according to the circumstances, be considered to be of an unacceptable nature and should never be posted:

- material, including images, that is threatening, harassing, discriminatory, illegal, obscene, indecent, defamatory, or hostile towards any individual or entity
- altering images
- any other posting that constitutes a criminal offence
- confidential information (which may include research not yet in the public domain, information about fellow students or staff or personnel matters, non-public or not yet approved documents or information)
- details of complaints and/or legal proceedings/potential legal proceedings involving the College.
- personal information about another individual, including contact information, without their express permission;

- comments posted using fake accounts or using another person's name without their consent
- anything which may bring the College into disrepute or compromise the safety or reputation of others, students, faculty, staff and those connected with the College.

All students are responsible for:

- ensuring that any use of social media is carried out in line with this and other relevant policies
- informing the relevant staff member(s) when an institutional account is to be used
- seeking relevant authorization for official posts prior to publication
- regularly monitoring, updating and managing content he/she has posted
- adding an appropriate disclaimer to personal accounts when the institution is named

Students can find the complete document of Social Media Standards on the myAllen portal.