

Social Media Policy

Policy Number	410.03	Custodian	Marketing & Communications Specialist
Approved Date	6/24/2024		
Effective Date	6/24/2024	Review Date	April 2021
References: Student Handbook, Employee Handbook			

1. Purpose

It is the purpose of the Social Media Policy to protect the reputation of White Earth Tribal and Community College (WETCC) and ensure staff, students, and the public understand the expectations and authorized use of social media as it pertains to representing WETCC.

2. Persons Affected

- 2.1. Administrators, including any student or employee who manages an official WETCC social media site

3. Policy

This policy is to ensure the following:

- 3.1. There will be on official WETCC social media account that is recognized by WETCC. The Marketing & Communications Specialist shall regularly review the activity and usefulness of all accounts and ensure the policies and procedures of WETCC are upheld.

The use of WETCC name to promote any opinion, product, cause, political candidate or unsanctioned representation of WETCC in any social media is prohibited.

Inactive social media accounts will be asked to be deleted.

WETCC reserves the right to remove any content for any reason, including but not limited to content that is deemed threatening, obscene, libelous, a violation of intellectual property rights or privacy laws, or otherwise injurious or illegal.

4. Definitions

- 4.1. Administrators include any student or employee who manages an official WETCC social media site.
- 4.2. Social Media includes (but is not limited to) mediums such as Facebook, Twitter, LinkedIn, YouTube, and other electronic means of electronic communication and socializing.
- 4.3. WETCC Social Media includes any social media account created to represent WETCC groups, departments, programs, entities, etc. and does not apply to private individual accounts.

5. Procedures

- 5.1. The Marketing & Communications Specialist has overall responsibility for implementation of this policy and the accompanying Social Media Procedures.
- 5.2. The Marketing & Communications Specialist will designate staff member(s) to be included as administrators on WETCC official social media accounts on behalf of the organization.

Revision History

Rev. Date	Rev. No.	Revision
6/24/2024	2.	Housekeeping; New Format
4/20/2021	1.	Original