

POLICY LIT.6.05 SOCIAL MEDIA

SCOPE: Faculty and Staff

The social media policy and related procedures outline online communication guidelines for Lamar Institute of Technology (LIT) via social media. Social media is presently a mainstream method of communication and there is a high probability that employees use online social media tools for personal and/or professional purposes.

Social media procedures set expectations, while empowering employees to tweet or blog. Procedures promote best practices and educate faculty and staff on issues to avoid in both personal and professional status updates. To ensure that information shared is accurate representation of the institution and all employees, LIT faculty and staff must comply with college policy and procedures to present a reputable image of the college.

These guidelines apply to employees participating in social media for LIT and during personal online activities that may appear that they are still speaking for LIT. Blogs, social networks, and websites such as Facebook, Instagram, Twitter, LinkedIn and YouTube are examples of social media. Each provides a unique channel to share knowledge and connect with others. The guidelines expose employees to the effective use of forums while protecting personal and professional reputations. Additionally, the guidelines improve the quality of communication.

Social media offers LIT the opportunity to engage in communicating and gathering feedback directly from those who care about LIT. Social media helps to initiate new conversations, respond to feedback, and maintain an active dialogue with a diverse audience. Involvement by LIT's Department of Communications and Marketing in social media allows for brand growth, stronger connections between the college and the community that LIT serves, and an increased awareness of LIT's reputation.

1. Policy

- 1.1. Communication among LIT employees and the community is diverse and varied. LIT employees who choose to communicate through social media must comply with the social media policy and procedures.
- 1.2. Employees who do not comply will be required to deactivate the LIT social media site and/or may be subject to the college's discipline processes.
- 1.3. Individuals who wish to establish an LIT social media site/account must receive approval from their immediate supervisor and the Director of Communications and Marketing.

Related Procedures: LIT.6.05.01 Social Media Approval; LIT.6.05.02 Social Media Guidelines

Relevant Forms/Documents:

Relevant TSUS Policies/Forms/Documents:

Relevant Statutes:

Relevant SACSCOC Standards:

Document History:

Adopted:

Reviewed:

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