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Policy: Social Media

Policy No: 4.23

Approved: May 2025

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### **PURPOSE**

To establish expectations for the acceptable use of social media by employees of SUNY Sullivan. The college maintains official social media accounts on Facebook, Instagram, X, YouTube, and LinkedIn.

### **Usage of Social accounts created and managed by departments and groups, including SUNY Sullivan clubs, alumni groups, and student organizations:**

SUNY Sullivan-affiliated accounts must be approved by the Office of Communication, which will have access to the account. Users of SUNY Sullivan affiliated accounts represent SUNY Sullivan and accordingly must adhere to content strategies, branding, guidelines, and objectives set forth by the Office of Communications.

SUNY Sullivan expects students, faculty, and staff to use discretion and professionalism at all times and to adhere to the following guidelines when using social media to promote the college, college groups, or campus activities:

- Exercise thoughtfulness and respect for your colleagues, fellow students, associates and the College's supporters, community, and social media followers.
- Refrain from engaging in language that disparages others, including posts or comments that contain spam or commercial content, profanity or explicit content, hate speech, personal attacks, harassment, or bullying.
- Refrain from reporting, speculating, discussing or giving opinions on college topics or personalities that could be considered sensitive, confidential or disparaging.

Violation of these guidelines may result in the following actions:

- Denial of entry to group, page, or account.
- Denial of posts or comments to group, page, or account.
- Removal of posts or comments.
- Suspension from group, page, or account for a set period of time.
- Serious issues may result in reports to Campus Safety or other SUNY Sullivan offices for additional action, as appropriate.

**In regards to social posts created by students, faculty, or staff that tag or mention SUNY Sullivan:**

Members of the College community are personally responsible for their individual posts and should make it clear that they are speaking individually and not on behalf of SUNY Sullivan. College logos and/or visual identity cannot be used for personal social media without permission of the College, apart from re-sharing.

SUNY Sullivan does not monitor personal websites and social media accounts. Following SUNY guidelines, the College will address issues that violate principles established by the Student Conduct Process, the College's Harassment and Grievance Procedures and the employee handbook.