

HORRY-GEORGETOWN TECHNICAL
COLLEGE

PROCEDURE

Number: 3.5.16.1
Related Policy: 3.5.16
Title: Employee Social Media Usage
Responsibility: Associate Vice President for Human Resources
and Employee Relations

Original Approval Date: May 21, 2021
Last Cabinet Review:
Last Revision:

President

DISCLAIMER

**PURSUANT TO SECTION 41-1-110 OF THE CODE OF LAWS OF SC, AS AMENDED,
THE LANGUAGE USED IN THIS DOCUMENT DOES NOT CREATE AN EMPLOYMENT
CONTRACT BETWEEN THE EMPLOYEE AND THE AGENCY.**

PURPOSE AND SCOPE:

This procedure governs the social media conduct and communications of Horry-Georgetown Technical College employees and not that of its students. Student related social media behavior and communications are governed under the College's Student Code (Procedure 9.3.7.1).

DEFINITIONS:

Social media are web-based applications that enable people to interact by sharing and consuming information. This procedure applies to all forms of social media including but not limited to Facebook, Twitter, Instagram, Snapchat, YouTube, LinkedIn, TikTok, blogs, Podcasts, and online comments.

PROCEDURES:

1. Employees are urged to use reasonable measures to assure that their personal views expressed on social media are not presented in any manner that could be imputed or attributed to the College.
2. When using social media as part of one's official duties, and/or when presenting oneself in social media settings as a College representative, employees must comply with applicable College policies governing employee behavior and acceptable use of electronic and information resources (Procedures 3.6.1.1 and 7.2.3.1).
3. Employees with leadership responsibilities, by virtue of their position, must consider whether the personal thoughts they publish, even in clearly personal venues, may be misunderstood as expressing the position of the College administration. If you identify yourself as a College employee or have a prominent position in which your association with the College is known to the general public, employees are to ensure that their profile and related content (even if it is of a personal nature) is consistent with how they wish to present themselves as a professional, commensurate with the public trust associated with their position.
4. The College's name or logo may not be used to promote personal opinions, products, causes, or political candidates. Under no circumstances are personal opinions to be represented as those of the College or any of its organizations.
5. When communicating on a non-College site regarding subjects associated with the College, employees are required to identify themselves and their position with the College. In these circumstances, employees are to comment only about matters that they are qualified to address and are to avoid providing information that can be construed as legal advice.
6. When communicating on a non-College site relating to subjects associated with the College, employees are encouraged, where appropriate, to include the statement: "This post is my own opinion and does not necessarily represent the opinion of Horry-Georgetown Technical College."
7. Employee use of social media networks should not interfere with one's primary duties, unless those social media activities are required to execute one's job.