SOUTHWESTERN COMMUNITY COLLEGE	HUMAN RESOURCES~~/INFORMATION TECHNOLOGY~~ **SOCIAL MEDIA**	Policy 4.05.~~06~~01

Southwestern Community College recognizes that social media sites are useful technologies in communicating with College constituencies and in enabling transparent communication. All of the College's social media shall follow established procedures and shall be registered with the College's Public Relations Department. College employees shall exercise good, professional judgment when using official College social media sites to ensure that communications are appropriate, professional, maintain the security of the College's network and comply with local, state and federal laws and with the College's technology security procedures. Social media accounts controlled by the college are subject to records retention regulations. College employees shall also exercise sound judgment even in their personal social media activities, particularly when their social media bios identify them as being employed by Southwestern Community College.

The Board of Trustees hereby authorizes the College President to develop procedures to implement this Policy.

Cross Reference: 4.05.~~06~~01.01 – Social Media Procedures
~~4.05.02~~8.03.01 – Electronic Records Retention

Legal Reference: North Carolina Public Records Act, N.C.G.S. § 132-1

Adopted: April 22, 2014

Revised: Nov. 18, 2025

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