

Social Media Issues: What you should be aware of

Authorization and Terms of Service

- Setting up a social media account entails entering a contract by agreeing to the site's terms of service. Contracting policies state that vice presidents have the authority to enter into social media agreements for college related social media accounts (as delegated by the VP for Administrative Services). Be sure to secure permission prior to proceeding with your online account.
- Site owners should be familiar with the applicable terms of service.

Permissions

- If you choose to post images of identifiable people, you must have verbal or written consent. Use the model release form for written consent, <http://communications.highline.edu//docs/ReleaseandAssignment.pdf>. Release of information on the form is subject to FERPA rules, <https://registration.highline.edu/Ferpa/index.php>.
- Establish a safe location to keep hard copies of signed and/or e-mailed permissions.

Site content

- By the nature of its mission, higher education provides broad protection for speech under the First Amendment.
- Should a site author discover questionable content posted on the site, please contact the VP of Institutional Advancement.

Records retention

- Online posts are subject to public disclosure, so records retention rules apply. To avoid records retention requirements, do not post primary source documents (primary source documents are originals, not found elsewhere). Use only content found in electronic or print formats.

Existing law and Highline policies apply in the social media universe.

- Computing Resources Appropriate Use Policy:
<http://adminservices.highline.edu/policies/aup.htm>
- Human Resources Policy:
http://www.highline.edu/admin/hr/policy/policy_main.htm
- Copyright:
<http://flightline.highline.edu/copyright/>
<http://www.bitlaw.com/internet/webpage.html>