

**STATE OF OKLAHOMA
NORTHERN OKLAHOMA COLLEGE
SOCIAL NETWORKING AND SOCIAL MEDIA POLICY**

REVISION DATES:	APPROVED BY THE NORTHERN OKLAHOMA COLLEGE BOARD OF REGENTS NOVEMBER 15, 2019; REVISIONS APPROVED BY THE NORTHERN OKLAHOMA COLLEGE BOARD OF REGENTS MAY 12, 2016
APPROVAL DATE:	APPROVED BY THE NORTHERN OKLAHOMA COLLEGE BOARD OF REGENTS MAY 24, 2012

PURPOSE

During the 2019 Legislative Session, the Legislature passed Senate Bill 198. Effective November 1, 2019, "All state agencies and political subdivisions of this state shall adopt a social networking and social media policy that shall apply to the use of social media by state employees and employees of any political subdivision of this state to discourage abusive or offensive online behavior." See 74 O.S. § 840-8.1(A).

POLICY STATEMENT

To protect the position, image and information assets of Northern Oklahoma College, the use of social networking and social media (SNSM) is intended for the college's purposes only. Employees are prohibited from using personal accounts for any institutional related business on any SNSM site. The employee and the division or department supervisor are to follow all applicable policies and implementation guidelines in the use of SNSM technologies. Northern Oklahoma College has developed a policy to properly portray, promote and protect the institution.

APPLICATION

This policy applies to the conduct of all employees of Northern Oklahoma College who, for work purposes, utilize social media or social networking, while in their capacity as a state employee, on state time, and using state resources.

DEFINITIONS

The words and terms used in this policy mean the following:

1. "Capacity as a State Employee" is conduct that occurs when the employee is:
 - (i) Performing work assigned by their state employer;
 - (ii) Engaging in conduct subject to their state employer's control;
 - (iii) Representing themselves in a manner that a member of the public could reasonably expect that they are speaking on behalf of their state employer; or

(iv) Sharing information that they would not possess if not for their status as a state employee.

2. “Comment” means a response to an article or social media content submitted by a commenter.

3. “Poster or User” refers to accounts or profiles created in social interaction systems or outlets such as but not limited to Facebook, Twitter, YouTube, Instagram, etc.

4. “Social Networking”, or “Social Media”, or “SNSM” means interaction with external websites or services based upon participant contributions to the content. Types of social media include social and professional networks, blogs, micro blogs, video or photo sharing and social bookmarking.

5. “State Resources” means any State-owned property, physical or digital, including but not limited to State-owned or provided computers, tablets, cellular telephones, and/or internet service.

6. “State Time” means the time the employee is receiving wages or other remuneration from the State, including time when the employee is working from home or engaging in work activities at a location other than the employee’s designated work-site.

SCOPE OF CONDUCT

All employees of Northern Oklahoma College are discouraged from sharing content or creating comments on social media containing the following, when it is directed at a citizen of the State of Oklahoma:

1. Obscene sexual content or links to obscene sexual content;
2. Abusive behavior and bullying language or tone;
3. Conduct or encouragement of illegal activity; and
4. Disclosure of information which an agency and its employees are required to keep confidential by law, regulation or internal policy.

Employees are reminded that disclosure of confidential information is prohibited at all times, not solely through social media conduct. Any such disclosure may subject the employee to disciplinary action up to and including termination.

Northern Oklahoma College has appointed the Vice President for Development & Community Relations, and members of said department to be the voice(s) for Northern Oklahoma College on social media and to the public in general. Other employees wanting to represent Northern Oklahoma College in a professional manner by administering a Northern Oklahoma College SMSN page, commenting, replying and/or posting on social media must fill out the Northern Oklahoma College Social Media form at www.noc.edu/socialmedia and MUST adhere to the [Northern](#)

[Oklahoma College Social Media & Digital Communications Standards](#). Individual social media conduct affects the public view of Northern Oklahoma College and can possibly subject an employee to disciplinary action up to and including termination. If you have questions or need further guidance on this office's social media policy, please contact your HR representative or your direct supervisor.

All Northern Oklahoma College employees may have personal social networking and social media sites and/or accounts. These sites and/or accounts should remain personal in nature and be used to share personal opinions or non-work related information. Following this principle helps ensure a distinction between sharing personal views and Northern Oklahoma College views. Northern Oklahoma College employees must never use their agency e-mail account or password in conjunction with a personal social networking or social media site and/or account.

Employees are reminded that employment with Northern Oklahoma College is a matter of public information whether or not it is specified on your social media accounts. Employees should be mindful that whenever you discuss issues in an online platform, your comments can be tied back to your employment with the state. All Northern Oklahoma College employees should be courteous and civil when interacting with the public on social media. Nothing in this policy is meant to prevent an employee from exercising his or her right to make a complaint of discrimination or other workplace misconduct, engage in lawful collective bargaining activity, or to express an opinion on a matter of public concern.

OPEN RECORDS AND RECORDS DISPOSITION AND RECORDS MANAGEMENT

Social Media and Social Networking content may meet the definition of "a record" subject to the Records Management Act, 67 O.S. §§ 201 – 217, along with the Consolidated Records Disposition Schedules. These policies detail the lawful retention and disposition of every record created or received by Northern Oklahoma College. Our college follows both the General Records Disposition Schedule for State Agencies as well as our own Northern Oklahoma College specific schedule.

Employees are reminded that social media content regarding the official work of the College may be a record subject to disclosure under the Oklahoma Open Records Act, 51 O.S. §§ 24A.1 – 24A.31.

All digital media communications are subject to the requirements of the Office of Records Management, Child Internet Protection Act (CIPA) and Family Educational Rights and Privacy (FERPA).

All content, comments, and replies posted on any official NOC social media pages are subject to the Oklahoma Open Records Act. Information disseminated using digital media technology is subject to being re-printed in newspapers, magazines, or online in any other online media format.

Digital media computing content created or received by Northern Oklahoma College employees whether during work hours or on personal time, and regardless of whether the communication device is publicly or privately owned, may meet the definition of a record as defined by State statute, when the content is made or received in connection with the transaction of the official business of the College, and should be retained as required.

STANDARDS STATE POLICY AND STANDARD SPECIFICATIONS

Institutions implementation adheres to the State of Oklahoma Social Networking and Social Media (SNSM) policies which include:

- [State of Oklahoma Social Networking and Social Media](#)
- [State of Oklahoma Social Networking and Social Media Guidelines](#)

All Web 2.0 and SNSM technologies shall also adhere to the following:

- [Northern Oklahoma College Information and Instructional Technology Policy](#)
- [Northern Oklahoma College's Course Catalog and Student Handbook](#)
- [Northern Oklahoma College Employee Handbook](#)
- [State of Oklahoma Information Technology Accessibility Standards](#)

CIRCULATION

In addition to inclusion in the Northern Oklahoma College Employee Handbook and Northern Oklahoma College Course Catalog and Student Handbook, a copy of the Social Networking and Social Media Policy shall be distributed to each employee of Northern Oklahoma College via his or her official Northern Oklahoma College email address.

REFERENCES

74 O.S. § 840-8.1

Executive Order 2019-20