

Approved By: President's Office

Date Approved: September 20, 2021

Effective Date: September 20, 2021

- 1. Summary:** This policy sets forth requirements for faculty, staff, and students regarding use of Criswell College's Social Media accounts.
- 2. Rationale:** This policy is necessary to ensure the College's Social Media accounts are used to accurately communicate the College's mission and reputation.
- 3. Entities Affected:** faculty, staff, and students who use College Social Media accounts
- 4. Definitions:**
Social Media: for purposes of this policy, an umbrella term used to refer to 1) open, web-based networking applications in which users are able informally to share, variously, messages, videos, digital photographs, etc., and 2) for which the College has created institutional accounts.

Marketing and Social Media Manager: employee of the College responsible for the planning, implementation, and tracking of all College marketing and Social Media efforts.

5. Policy:

Registration and Oversight of Criswell College Social Media Accounts

College Social Media accounts may only be created by the College's Marketing and Social Media Manager. The Marketing and Social Media Manager is the designated administrator for all College Social Media accounts. All aspects of College Social Media account management, including responsibility for monitoring the accounts and their content, reside with the Marketing and Social Media Manager. The Marketing and Social Media Manager is responsible for ensuring that College Social Media accounts are compliant with College policies and other governing documents, including the College's Articles of Faith.

Requirements for College Social Media Accounts

Faculty, staff, and students who use College Social Media accounts are subject to the same College policies and standards of conduct that apply to other activities and interactions on behalf of the College. These include, but are not limited to:

- Non-discrimination and Title IX
- Confidentiality, privacy, and intellectual property rights
- Employee and student conduct policies

Use of College Social Media accounts must align with the College’s affirmation of the dignity of human beings, as articulated in the College’s Articles of Faith: “The sacredness of human personality is evident in that God created man in His own image, and in that Christ died for man; therefore, every person of every race possesses full dignity and is worthy of respect and Christian love.”

Use of College Social Media accounts must also conform to the College style and content guidelines as determined by the Marketing and Communications Department.

Violations

Faculty, staff, and students are responsible for any College Social Media postings they make. Violations of this policy may result in removal of authority to post to College Social Media accounts or other College disciplinary action.

The College welcomes feedback regarding content that has been published through its Social Media accounts, especially with respect to its adherence to the standards in this policy. The College encourages employees to notify the Vice President of Student Affairs of any concern that content posted to the College’s Social Media accounts is in violation of college policies and standards of conduct.

In such cases, the Vice President of Student Affairs will serve as the arbiter for determining whether posts to College Social Media accounts conform to this policy as well as all other applicable policies and standards for employee and student conduct.

6. Procedure:

- a. Implementation:** The Marketing and Social Media Manager is responsible for the creation and observance of any procedures necessary for the implementation of this policy.
- b. Responsibility for Compliance:** Vice President of Student Affairs
- c. Notification:** This policy will be posted on the College’s website and provided to those involved in using College Social Media accounts.
- d. Policy Review:** This policy will be regularly reviewed according to the College’s policy review procedure.

For the Office of Institutional Effectiveness and Research only:

Policy version: 1.0	Policy number: 2.063
Related policies:	
Related accreditation standards:	