



## College of The Albemarle Policy

**Policy Number: 7.5**

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**Title: Social Media**

**Related Policy and Procedures:**

**Divisions of Responsibility: Institutional Research, Planning, Effectiveness and Technology; Communications and Marketing**

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The 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. The Communications and Marketing Office shall maintain administrative rights to all social media accounts for the College. 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. All content generated on a College-operated social media site should support the mission of the College.

College employees whose responsibility it is to operate a social media account on behalf of the College shall be responsible for monitoring discussions and content added by third-parties, including comments. The president or the College's Communications and Marketing Department has the right to remove any post or comment on any social media account operated by the College.

Social media accounts controlled by the College are subject to records retention regulations.

June 13, 2023

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N/A

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**Date Approved by Board of Trustees**

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**Date of Last Review**

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**Date of Last Revision**