



Social Media Guideline Task Force

Academic Senate Task Force

Findings and Recommendations

Purpose:

The purpose of the SMG Task Force is to, "Review and make recommendations regarding the Proposed BP and AP 3700 Social Media, as well as the current Use of Technology Plan."

Background & Findings:

In reviewing AP3720 Computer Use and Networking, the task force found that portions of AP3720 were duplicated verbatim in the proposed BP and AP 3700.

The proposed BP and AP 3700 Social Media was submitted by the former Director of Marketing and Communication Clarence Brown prior to his retirement. It had not been reviewed by the new director Uyen Mai prior to the formation of the SMG Task Force. It was important to solicit her feedback and impressions regarding the proposed BP and AP since it would have an immediate effect on her department's resources and it would expand the scope of her department's responsibilities, if adopted.

Uyen was invited to participate in the task force as a guest and had an opportunity to review the proposal and the comments and concerns submitted by faculty. Uyen agreed that while it is important to develop a policy and procedure to address Social Media, the proposal that was submitted had some room for improvement.

Uyen, made some significant improvements to the proposed BP and AP and the revisions were reviewed and discussed by the task force. The task force found that the revised version is much more suitable since it provides some parameter for the usage of college related social media accounts, without infringing on academic freedom or the faculty and staff's personal right to expression.

After submitting the task force recommendations to the Senate Executive board, the original proposal was pulled by PAC and revised before the task force recommendations were forwarded to the Academic Senate. The Senate Executive board consequently referred the updated proposal back to the Social Media Task Force for review and to reconcile it with the previous recommendations made by the task force.

In reviewing the new version of the proposal that was submitted by PAC, the task force found that major revisions and changes were made to the original proposal. However, most of the changes were identical to the changes that the task force had proposed.

Dr. Fawaz Al-Malood
Hospitality Management
Task Force Chair

Prof. Paul Kittle
Library & ITAC Co-Chair

Prof. Martin Ramey, Esq.
Paralegal & Business Law

Uyen Mai
Dir. Marketing & Communication
Guest



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Recommendations:

The Social Media Guideline Task Force recommends the following:

1. Deleting the “Social Media” section in AP3720

In order to avoid duplication of policies and procedures, the SMG task force recommends that the elimination of any reference to social media from the AP3720 (Computer and Network Use) and adopting a separate policy and procedure that focuses on social media.

AP3720 primarily addresses hardware and network usage on campus and it is within the purview of the Information and Technology department, while social media, communication, and branding fall under the purview of the Marketing and Communications department.

2. Adopting the SMG Task Force’s (second) updated version of the Social Media BP and AP 3700

The SMG Task Force worked the Director of Marketing & Communication to ensure that the proposed Social Media BP and AP addresses the concerns that were raised by faculty while creating an acceptable process for the planning and administration of social media accounts by college constituencies.