

2. Within the guidelines listed, employees are empowered to utilize their personal social media networks to spread awareness of the positive work and impacts of the College on its students, communities, and toward its mission through original posts on their profiles or by sharing content created on an official College account.

V. MISREPRESENTATION

Individuals affiliated with LSSC may not portray themselves as acting or speaking on behalf of the College or any part of the College (including departments, divisions, or other unit) unless authorized to do so by the President, Sr. Vice President of Institutional Advancement, or designee.

Employees may not represent their own positions and opinions on social media as those of the College. When using social media in a personal capacity, reasonable precautions must be taken to indicate that the activity is being conducted as a private person and not as an employee or spokesperson of the College. These precautions can include not identifying oneself as an employee, add a disclaimer that views expressed are of the individual, and utilizing more restrictive account privacy settings.

Employees must keep in mind that if they post information on a social media site that is in violation of College policy and/or federal, state, or local law, the disclaimer will not shield disciplinary action.

VI. OFFICIAL LSSC SOCIAL MEDIA ACCOUNTS

Lake-Sumter State College maintains official social media accounts on platforms including, but not limited to, Facebook, Twitter, Instagram, YouTube, and LinkedIn.

Only those who are designated and authorized can prepare content for or delete, edit, or otherwise modify content on College-sponsored social media.

a. Social Media Account Authorization

1. Additional social media accounts for departments, units, programs, etc. that represent LSSC require authorization by the Strategic Communications department.
2. All additional official social media accounts for LSSC must exist to support the mission, vision, and strategic priorities of the institution. Images, posts, and content should promote the College, assist in enrolling or retaining students, and deliver positive information about LSSC.
3. Consideration of new accounts will be evaluated based on factors including potential target audience, distinctness from the main College brand, impact on goals

