

**Guam Community College
Board of Trustees**

SOCIAL MEDIA POLICY

WHEREAS, the growing popularity of social media has fundamentally changed the way we communicate as individuals and as an Institution; and

WHEREAS, Guam Community College (“GCC,” “College”) recognizes and embraces the power of social media, and the opportunity social media tools provide to communicate with the GCC community, including students, faculty, staff, administrators, parents, alumni, and other interested parties; and

WHEREAS, it is important to recognize that the use of social media regarding GCC is governed by the same laws, policies, and rules of conduct that apply to all other GCC activities; and

WHEREAS, in order to operate effectively within GCC’s current social media channels (Facebook, YouTube, Twitter, Instagram, LinkedIn and Snapchat) and to add social media outlets as trends dictate, GCC has developed a social media policy to ensure that any and all interactions on behalf of GCC represent the College’s best interests; and

WHEREAS, the College recognizes the need for rules governing the use of social media by GCC students, faculty, staff and administrators.

NOW, THEREFORE, BE IT RESOLVED, that in the use of social media, it is the responsibility of GCC students, faculty, staff and administrators to commit to the parameters as outlined in the Social Media Policy; and

BE IT FURTHER RESOLVED, that the Social Media Policy as approved through the College’s governance process shall be updated accordingly, or as needed.

Reviewed, no changes: March 26, 2021

Amended & Adopted: July 15, 2016

Resolution 10-2016

Adopted: June 6, 2014

Resolution 24-2014