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- D. Permissions. Content, both written and graphic, should be original and follow copyright, fair use, and intellectual property rights as well as applicable usage rules, such as citing sources, attributing credit, and linking to credible, external sources. Do not post about individuals without their permission.
- E. Confidentiality. Do not post confidential or proprietary information about King's College, its students, staff, or alumni. Use good ethical judgment and follow College policies and federal requirements, including

- D. Blocked Accounts. Account administrators can block users if they've repeatedly violated the above comment and direct messaging content parameters. Administrators are encouraged to contact the OCMC if they are experiencing continued issues with users.
 - E. Corrections. Quickly correct any mistakes should they happen and be transparent about substantial errors.
- V. Maintaining Active College Affiliated Accounts and Ownership
- A. Intervention. Departments and organizations are exclusively responsible for daily account management. However, in extreme cases of inappropriate content that violates College policy or brand standards, the OCMC reserves the right to modify or remove the post. Any content removed for these reasons will be screenshotted and retained by the OCMC.
 - B. Evaluation. If a post is, or several posts are, deemed inappropriate by the OCMC, the account and administrators in question will be re-evaluated by the OCMC. Employees or students may be temporarily or permanently removed from managing one or all accounts and could face disciplinary measures stated in the Employee Handbook and Student Handbook respectively. Additionally, the OCMC may determine an account should be deactivated for consistently violating the Social Media Policy.
 - C. Contesting Restriction. To contest the restriction of access to a social media platform, the user must submit to the OCMC at socialmedia@kings.edu a written statement describing grounds for reinstatement. Requests will be responded to on a timely basis, and access will be restored if it is determined that reinstatement is sufficient.
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brand standards and employee conduct policies. Please see Section I for the policy on personal accounts.

- C. Employees should report any posts or comments that violate these guidelines directly to the social media platforms and to the OCMC by emailing socialmedia@kings.edu.

VII. Additional Considerations for Students

- A. Student clubs and organization are permitted to create and maintain student-run social media accounts following the King's College Social Media Policy, Student Handbook, and federal and state laws.

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