

**POLICY TITLE**

*Social Media Policy and Guidelines*

**POLICY NUMBER**

*13-1002*

<b>Responsible Office:</b> <i>Public Relations &amp; Marketing</i>	<b>Effective Date:</b> <i>06/11/2026</i>
<b>Responsible Official:</b> <i>Assistant Vice Chancellor of Public Relations &amp; Marketing</i>	<b>Last Reviewed Date:</b> <i>03/05/2026</i>
<b>Policy Classification:</b> <i>Public Relations &amp; Marketing</i>	<b>Origination Date:</b> <i>11/24/2025</i>

**I. POLICY STATEMENT**

The Office of Public Relations & Marketing maintains Baton Rouge Community College’s (BRCC’s) official social media accounts with the intent of promoting the college and telling the story of its mission, services, and academic and community programs. These accounts and any other accounts affiliated with BRCC should adhere to the guidelines within this policy.

Employees who are required to use social media platforms as part of their job duties for BRCC must review this policy and LCTCS Policy #6.042, governing Social Media Use.

BRCC owns all social media accounts created or used on its behalf for business purposes. This ownership includes all login credentials, passwords, and associated content such as followers, contacts, and posts. BRCC retains these accounts and related information in compliance with public records retention requirements, regardless of which employee created or managed the account or whether the employee separates from BRCC.

Employees and student organizations must adhere to all applicable laws regarding copyrights, trademarks, and other third-party rights. To protect both BRCC and its representatives from liability, accurately reference and cite sources for any information posted or uploaded and ensure that pictures, graphics, music, and other materials are properly vetted for copyright compliance before posting to BRCC’s social media platforms.

Employees whose job duties require them to represent Baton Rouge Community College in social media engagement must obtain prior approval from the Office of Public Relations & Marketing. The Office may require employees to complete training before posting and may impose specific requirements and restrictions on such activities.

Any employee contacted for comment about BRCC for any publication, including social media platforms, must immediately refer the inquiry to the Office of Public Relations & Marketing and await written approval before providing any statement.

## **II. POLICY RATIONALE AND SCOPE**

The intent of this policy is to provide guidance to faculty, staff, interns, and students about all official BRCC social media accounts. This policy provides direction for using the college's social media in an appropriate and productive manner in accordance with state and federal law and college policies.

## **III. POLICY AUDIENCE**

This policy applies to anyone creating or operating a BRCC-affiliated account on behalf of the college which includes, but is not limited to, staff, faculty, interns, and students.

## **IV. POLICY COMPLIANCE**

Failure to adhere to this policy will result in the loss of opportunity to manage a BRCC affiliated social media account and may incur additional penalties as required by other applicable policies or laws.

### **A. Employee Compliance**

All other BRCC policies that apply to social media use remain in full force and effect. Employees must adhere to these policies whenever engaging on social media.

In particular, employees should review LCTCS Policy #6.042: Social Media Use. Social media must never be used in a manner that violates BRCC policies or employee obligations. This includes, but is not limited to, compliance with policies and laws related to harassment and discrimination, confidentiality and privacy, information technology and cybersecurity, ethics and code of conduct, and intellectual property rights.

Employees are responsible for ensuring that their BRCC affiliated social media activity aligns with these requirements at all times.

The Office of Public Relations & Marketing reserves the right to disable or temporarily unpublish social media accounts that are dormant with no posts or activity for more than six months. Additionally, social media accounts that do not adhere to this policy and the guidelines herein are subject to discipline, up to and including the possible deletion of posting privileges and termination of employment.

### **B. Student Club/Organization Compliance**

Before launching a new account, student organizations must obtain written approval from both the Office of Student Life and the Public Relations & Marketing office. Failure to obtain prior approval will result in temporary or permanent denial of social media privileges and may lead to referral to the Dean of Students for disciplinary review. Organizations should designate at least two student leaders or executive board members, along with one advisor, as account managers. All posted

content must align with BRCC’s mission and values. Furthermore, all social media accounts for clubs and organizations must clearly identify their affiliation by including “BRCC” and the specific entity name in the username or site title (e.g., BRCCSGA or BRCC\_SGA).

### **C. ADA Compliance and Accessibility**

Videos, photos, and other files used on social media accounts must comply with federal ADA Accessibility laws. The way these items are posted can impact someone’s ability to use a screen reader or other assistive technologies. Videos should have captions, if possible, even if you need to utilize automatic captions provided by social platforms. Photos should have alt text written when possible. Please contact the Public Relations & Marketing team for help and review the resource: ADA Accessibility for Social Media.

### **V. POLICY DEFINITIONS**

The Definitions below are adapted from La. R.S. 51:1751.

- **Post:** content that an account holder makes available on a social media platform for other account holders or users to view.
- **Social Media Platform:** a public or semipublic internet-based service or application that connects users in order to allow users to interact socially with each other within the service or application. Social media platforms include Facebook, Instagram, X/Twitter, LinkedIn, YouTube, TikTok, Pinterest, Threads, Bluesky, Reddit and any other internet-based service or applications meeting the definition herein.

### **VI. POLICY IMPLEMENTATION PROCEDURES**

The office of Public Relations & Marketing will provide guidance and any required training regarding BRCC affiliated social media accounts. In addition, Public Relations & Marketing will maintain a directory of all social media accounts. Anyone at BRCC managing a BRCC-affiliated social media account should provide login credentials to the Public Relations & Marketing Office. See BRCC Social Media Best Practices and Guidelines for the information needed. In the event of social account or personnel changes, each department is responsible for updating the Public Relations & Marketing team.

Please contact the Public Relations & Marketing team [brcc.comm@mybrcc.edu](mailto:brcc.comm@mybrcc.edu) if you have any questions.

### **VII. POLICY RELATED INFORMATION**

[LCTCS Social Media Policy #6.042](#)

[ADA Accessibility for Social Media](#)

[La. R.S. 51:1751](#)

[BRCC Social Media Best Practices and Guidelines](#)

### **VIII. POLICY EXCEPTION**

This policy does not pertain to personal social media accounts that are unaffiliated with the College. However, employees should be aware that there are circumstances under which their personal social media posts could result in liability. Accordingly, employees are encouraged to use good judgment when posting to social media platforms. See BRCC Social Media Best Practices and Guidelines for tips.

Additional exceptions to this policy must be approved by the responsible official listed on this policy.

### **IX. POLICY HISTORY AND REVIEW CYCLE**

This is a new policy with an origination date of November 24, 2025. This policy is to be reviewed and revised, as needed, within three years of the effective date.

### **X. POLICY URL**

This policy may be accessed on the [BRCC website](#).

### **XI. POLICY APPROVAL**



---

Willie E. Smith, Sr., Ed.D.  
Chancellor

06/11/2026

---

Date  
Effective Date of Policy