



SOCIAL MEDIA POLICY

The purpose of the Five Towns College Social Media Policy is to provide users with reasonable expectations for engagement on social media platforms and ensure optimal balance in the benefit-risk equation relative to the College's image and reputation. Social media outlets include but are not limited to Facebook, Instagram, Google Plus, Twitter, LinkedIn, Vimeo, and YouTube.

The President, the Compliance and Marketing Offices, the Student PR committee and permitted staff/faculty are the only groups permitted to post to social media on behalf of Five Towns College.

Students, faculty, administration, and staff that do not belong in the above groups are not permitted to post on the College's behalf and cannot make alias Five Towns College accounts. Further, compliance with the institution's Code of Conduct is required.

All users must comply with Five Towns College branding guidelines and all local, state and federal laws, including: the Family Educational Rights and Privacy Act (FERPA), the Federal Trade Commission Act, the Health Insurance Portability and Accountability Act (HIPPA), U.S. copyright law and other pertinent laws.

All posted content must be honest and accurate.

Photos, links, and articles can be sent to marketing@ftc.edu or ftccompliance@ftc.edu for approval and posting.

Five Towns College has the right to take down or edit material that does not fit its mission and branding guidelines.

Five Towns College would like to maintain an open and collegial atmosphere on our social media pages. Five Towns College reserves the right to delete any posting or comment that is off topic, offensive, or contains profanity as well as ban and/or block any users that are not complying with its policies.