

March 23, 2021

**Background:**

In February 2018, Steering initiated a review of the *Social Media Policy* in accordance with applicable governance policy and procedures. The College did not previously have a policy governing social media accounts and a draft was created and shared with the Committee on Student and Campus Community (CSCC).

**Charge:**

On February 7, 2018 Steering asked CSCC to consider the draft developed by the Office of Advancement and to use this as appropriate to develop a Social Media Policy for college social media accounts. At Step 2, CSCC was asked to consider what social media accounts should be impacted by the policy and what constraints should be in place for social media accounts purporting to represent the College. In addition CSCC gathered preliminary testimony from the Office of Advancement, including Marketing and Communications; the Office of the General Counsel; the Deans' Council; the Office of Admissions; TCNJ Athletics; Student Affairs; and Academic Leaders.

Testimony was gathered from the following groups during the 2018-2019 and 2019-2020 academic years:

- Office of Advancement
- Office of Admissions
- Student Affairs, including TCNJ Athletics
- Representatives from Faculty Senate
- Representatives from Staff Senate
- Academic Leaders
- Dean's Council
- General Counsel

CSCC provided recommendations and asked questions of Dave Muha, Associate Vice President for Marketing, Communications, and Brand Management, on April 20, 2020 for consideration. The recommendations by CSCC reflect areas of concern that were gathered during testimony.

- Clarification on what information would be reposted by Official TCNJ accounts
- Clarification or expansion of definitions
- Clarification around the language regarding the policy excluding personal and/or student social media accounts

In October 2020, Dave Muha and Aminah Massenburg, Director of Compliance & Privacy Officer, reviewed the recommendations and made edits to the current policy. This concludes CSCC's review of the *Social Media Policy*.