

WISCONSIN INDIANHEAD TECHNICAL COLLEGE



POLICY: G-187

TITLE: Internet Use Policy

CROSS REFERENCE(S):

G-187A (Internet Use Procedure)

The Wisconsin Indianhead Technical College Board of Trustees recognizes that as telecommunications and other new technologies shift the ways that information may be accessed, communicated and transferred by members of society, those changes may also alter instruction, student learning and obtaining information for operational purposes. The Board further recognizes that electronic information research skills are fundamental to the preparation of citizens and employees in this age of information. The WITC Board supports the access by students and staff to the Internet and realizes that it will:

- enhance the college's educational and business community;
- enhance educational delivery;
- provide instructional resource materials;
- provide a channel for information exchange locally and globally; and,
- distribute information about the college's programs and services.

It is the policy of the college that its facilities and resources are to be used for purposes of fulfilling its mission of teaching and public service. WITC facilities are not available for unrestricted use for other purposes. Persons authorized to access WITC's computerized data facilities and resources are responsible for maintaining the privacy and security of these facilities, which include electronically stored data and software.

Social media applications have become increasingly important to the success of our student community. Online social media enables individuals to communicate their insights, express their opinions and share information within the context of a globally distributed conversation. Each tool and medium has proper and improper uses. While WITC encourages staff to join a global conversation, it is important to understand what is recommended (refer to policy C-103 Using Electronic Communications for Conducting Official College Business with Students), expected and required when they discuss WITC-related topics, whether at work or on their own time. Staff accessing the Internet, instant messaging and social networking sites for personal use should limit their access to breaks and lunch.

The same principle and guidelines that apply to WITC employees' activities in general apply to their activities online, both at and outside of work. This includes all forms of online publishing and discussion, including blogging, wikis, podcasting, instant messaging, social networks, and other social networking applications.

All users must use computing equipment software and network access in a manner consistent with appropriate college codes of conduct, user guidelines and applicable state, federal, and international law. Activities that interfere with the ability of others to make effective use of campus computing and network resources are prohibited. Violation of college policies or state, federal, local or international law will subject the user to discipline or dismissal from employment/educational training and possibly criminal prosecution.

Policy Adopted: August 19, 1996

Policy Revised: January 1, 2000
February 22, 2005
September 22, 2009

A handwritten signature in black ink, appearing to read 'Bob Meyer', is written over a horizontal line.

PRESIDENT
WISCONSIN INDIANHEAD TECHNICAL COLLEGE

WISCONSIN INDIANHEAD TECHNICAL COLLEGE



PROCEDURE: G-187A

TITLE: [Internet Use Procedure](#)

CROSS REFERENCE(S):
G-187 (Internet Use Policy)

The purpose of this document is to provide guidance to the college and our user community (potential and current students, alumni, parents, etc.) to ensure the acceptable use of the Internet.

GUIDELINES

1. Appropriate use of the Internet is fundamental to the preparation of citizens and employees in this age of information.
2. WITC facilities and resources are to be used for the purposes of fulfilling the college mission of teaching and public service. WITC facilities are not available for unrestricted use for other purposes. It is imperative that we ensure that all e-communications to the user community are essential and relevant to the academic college mission as described in Policy C-103 *Using Electronic Communications for Conducting Official College Business with Students*.
3. Where employees are concerned, it is important to understand how the Internet and social networking can impact productivity, employee morale and internal communications. Engagement in social media will vary, depending on its relevance to a person's job at WITC. Discuss with your supervisor how much of your job, if any, necessitates your on-the-job participation in social networking of any sort, and act accordingly. If your position does not relate specifically to WITC's social networking, then you should limit use to breaks and lunch. Violation of college policies or state, federal, local or international law will subject the user to discipline or dismissal from employment/educational training and possibly criminal prosecution.

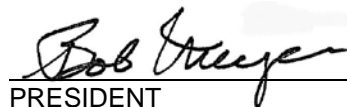
WEB 2.0 & SOCIAL NETWORKING

Whether or not a WITC employee chooses to create or participate in a blog, wiki, online social network, instant messaging, or any other form of online publishing or discussion is his or her own decision. However, emerging online collaboration platforms are fundamentally changing the way people work and engage with each other, students, alumni, and business partners.

1. **Creating a Site.** When creating a Social Network site, it is imperative we follow the one-college theme. If a campus/department wants to create a social network site, they must discuss the creation, design and purpose of the site with the appropriate collegewide departments/campuses. This will ensure common use and themes for the social networks.
 - o All new sites must be documented with the Marketing Department to include: name of site, URL, purpose and use, and ownership.
2. **Be transparent.** Be honest about your identity. If you are authorized by your supervisor to represent WITC in social media, say so. If you choose to post about WITC on your personal time, please identify yourself as a WITC faculty or staff member. Never hide your identity for the purpose of promoting WITC through social media.
3. **Be accurate.** Make sure that you have all the facts before you post. It's better to verify information with a source first than to have to post a correction or retraction later. Cite and link to your sources whenever possible; after all, that's how you build community. If you make an error, correct it quickly and visibly. This will earn you respect in the online community.
4. **Be respectful.** You are more likely to achieve your goals or sway others to your beliefs if you are constructive and respectful while discussing a bad experience or disagreeing with a concept or person.

5. **Be a valued member.** If you join a social network like a Facebook group, or comment on someone's blog, make sure you are contributing valuable insights. Don't post information about topics like WITC events or a book you've authored unless you are sure it will be of interest to readers. Self-promoting behavior is viewed negatively and can lead to you being banned from Web sites or groups.
6. **Think before you post.** There is no such thing as a "private" social media site. Search engines can turn up posts years after the publication date. Comments can be forwarded or copied. Archival systems save information even if you delete a post. If you feel angry or passionate about a subject, it is wise to delay posting until you are calm and clear-headed.
7. **Maintain confidentiality.** Do not post confidential or proprietary information about WITC, its students, its alumni, or your fellow employees. Use good ethical judgment and follow university policies and federal requirements, such as the Family Educational Rights and Privacy Act (FERPA). If you discuss a situation involving individuals on a social media site, be sure that they cannot be identified. As a guideline, don't post anything that you would not present at a conference.
8. **Respect college time and property.** As stated in the Acceptable Use Policy, college computers and your work time are to be used for college-related business. It is appropriate to post at work if your comments are directly related to accomplishing work goals, such as seeking sources for information or working with others to resolve a problem. You should maintain your personal sites on your own time using non-WITC computers.
9. **Use a disclaimer.** If you write anything related to your work at WITC on a blog or some other online space, make it clear that what you say there is representative of your views and opinions and you are not presenting yourself as a spokesperson for WITC. Use a disclaimer such as: "I am an employee at Wisconsin Indianhead Technical College; however this is my personal opinion." Or something to that effect. This would only apply to writings that mention WITC business-related topics.

Procedure Adopted: September 22, 2009



PRESIDENT
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