

**Guam Community College  
Board of Trustees**

**SOCIAL MEDIA POLICY**

**WHEREAS**, the growing popularity of social media has fundamentally changed the way we communicate as individuals and as an Institution; and

**WHEREAS**, Guam Community College (“GCC,” “College”) recognizes and embraces the power of social media, and the opportunity social media tools provide to communicate with the GCC community, including students, faculty, staff, administrators, parents, alumni, and other interested parties; and

**WHEREAS**, it is important to recognize that the use of social media regarding GCC is governed by the same laws, policies, and rules of conduct that apply to all other GCC activities; and

**WHEREAS**, in order to operate effectively within GCC’s current social media channels (Facebook, YouTube, Twitter, Instagram, LinkedIn and Snapchat) and to add social media outlets as trends dictate, GCC has developed a social media policy to ensure that any and all interactions on behalf of GCC represent the College’s best interests; and

**WHEREAS**, the College recognizes the need for rules governing the use of social media by GCC students, faculty, staff and administrators;

**NOW, THEREFORE, BE IT RESOLVED**, that in the use of social media, it is the responsibility of GCC students, faculty, staff and administrators to commit to the parameters as outlined in the Social Media Policy;

**BE IT FURTHER RESOLVED**, that the Social Media Policy as approved through the College’s governance process shall be updated accordingly, or as needed.

**Amended & Adopted: July 15, 2016  
Resolution 10-2016**

**Adopted: June 6, 2014  
Resolution 24-2014**