



Policy Approval/Review Form

This form is used for the approval, amendment, removal or review of a Gordon State College policy. Once authorized with the President's Signature, the policy will be posted to the Gordon State Website. This approval form will be filed in the Office of the President with Cabinet minutes noting approval.

Policy Title *	Online Resource Ownership, Control, and Use Policy
Department/Organization	Gordon State College
Policy Editor	Douglas Stewart - Chief Information Officer
Request Type	New ☒ Amended/Edited ☐ Removed ☐ Reviewed Only ☐

OBJECTIVE (Briefly state your purpose.)

This policy outlines the exclusive authority of Gordon State College over all online resources current and future. Approval procedures for content published by and for Gordon State College as well as the removal of improperly or detrimental content published via an institutional online resource.

RESOURCES AND CONSULTATION (Briefly describe the resources (i.e. website, link) used in developing, amending, removing, or reviewing the policy. Include names of other individuals who assisted with this change.)

USG Institutional Online Resource Model Policy Draft
USG Information Technology Handbook - <https://www.usg.edu/policies/>
UGA Marketing & Communications Policies - <https://mc.uga.edu/policies/>
Albany State University Policies - <https://www.asurams.edu/legal-affairs/university-policies.php>

COMMUNICATION PLAN (Identify how information about how the policy will be communicated to the college as well as training plans if applicable.)

Posted to Gordon State College website, campus wide email sent to faculty, staff, and students, incorporated into New Employee Orientation sessions, and annual employee compliance training

Authorizations

Chair/Dean/or Supervisor Signature and Date: Douglas Stewart Digitally signed by Douglas Stewart
Date: 2022.09.29 16:37:09 -04'00'

Cabinet Sponsor (VP) Signature and Date: Bryan Stephens Digitally signed by Bryan Stephens
Date: 2022.09.29 16:39:12 -04'00'

President Signature and Date: Kirk A. Nooks Digitally signed by Kirk A. Nooks
Date: 2022.09.29 16:43:23 -04'00'

***Policy Template must be submitted with this form.**



Policy Name:	GSC Online Resource Policy			
Responsible Cabinet Member:	Bryan Stephens	New	x	
Responsible Office:	Information Technology	Amendment/Revision		
Contact:	Douglas Stewart	Review Only		

1. Policy Statement

Gordon State College maintains exclusive authority over all Gordon State College online resources, including but not limited to internet domains, websites, user uploaded content, web and mobile applications, and official social media accounts.

2. Reason for Policy

This policy establishes Gordon State College's written policy related to ownership, control, and use of all institution online resources.

3. Who Should Read this Policy

All Gordon State College employees should be aware of this policy

4. Resources

USG Institutional Online Resource Model Policy Draft

USG Information Technology Handbook - <https://www.usg.edu/policies/>

UGA Marketing & Communications Policies - <https://mc.uga.edu/policies/>

Albany State University Policies - <https://www.asurams.edu/legal-affairs/university-policies.php>

5. The Policy (or "See Attached")

See Attached

Gordon State College

Online Resource Ownership, Control, and Use Policy

Online presence and content are involved in all aspects of communications today. From web content to mobile applications, to social media, and more Gordon State College utilizes numerous online platforms and experiences to build and maintain stakeholder relationships.

Due to the nature of online interactions, potential risks must be addressed. To that end, Gordon State College maintains exclusive control and authority over all institutional online resources, including but not limited to internet domains, websites, user upload content, web and mobile applications, and official social media accounts across all current and future social media platforms to be good stewards of Gordon State's online reputation.

Purpose: The purpose of Gordon's online presence is to publicize events and activities, communicate with constituents and stakeholders, and promote various departments, programs, and organizations associated with Gordon State College. This policy outlines the exclusive authority of Gordon State College over all online resources current and future. Approval procedures for content published by and for Gordon State College as well as the removal of improperly or detrimental content published via an institutional online resource.

Creating New Content and Managing Existing Content: All accounts must be approved in writing by the Office of Advancement, External Relations, and Marketing before any new publicly accessible account can be created.

For any new account request that is approved, any profile or account names should be clear, concise, and correctly identify the program or affiliation with Gordon State College. Generic accounts simply listed as Gordon State College or Gordon should be avoided unless approved by the Office of Advancement, External Relations, and Marketing.

Each account shall identify the primary person responsible for said account and updated information must be relayed to the Office of Advancement, External Relations, and Marketing at the time of any change in responsibility. Additionally, the Office of Advancement, External Relations, and Marketing shall have administrative functionality to be able to quickly remove content that violates Gordon State College's [Social Media Policy](#).

All online resources are also required to follow all copyright, accessibility, and fair use laws.

Authority and Control over Institutional Online Resources: In keeping with University of Georgia (USG) policy and guidance, all Gordon State College online resources are the property of the institution and under its exclusive control. Gordon State College has exclusive authority to acquire additional institutional online resources in its name.

Management of online resources: Each department will maintain administrative rights to the specific online resources under its control. Additionally, the Office of Advancement, External Relations, and Marketing will maintain a separate administrative account primarily used to monitor online resources

but with the ability to remove any content deemed inappropriate. All administrative accounts will be maintained by Gordon State College staff personnel. In the event a departmental resource manager terminates employment with Gordon State College or transfers to another department, said department must transition account control to another Gordon State College staff employee. At no time will Gordon State College grant administrative access rights to student employees without the express written consent from the Office of Advancement, External Relations, and Marketing.

Moderation of Third-Party Content: Content created by third-party users of Institution Online Resources shall be moderated in compliance with applicable institution policies governing the posting of content on such Institution Online Resources and subject to any applicable terms and conditions or end user agreements of the third-party hosting platform.

Removal of unauthorized content: Any content created or posted to an institution online resource that has not been approved pursuant to this policy shall be removed promptly following the discovery of said content. Ultimate authority for the approval or removal of content on Institution Online Resources rests with the President of Gordon State College.

Cybersecurity: Any suspected unauthorized content or access should be immediately reported to the Office of Information Technology (cybersecurity@gordonstate.edu) and the Office of Advancement, External Relations, and Marketing (marketing@gordonstate.edu).