

THE CITADEL
The Military College of South Carolina
171 Moultrie Street
Charleston, SC 29409

MEMORANDUM
NUMBER 3-308

30 APRIL 2026

POLICY FOR INSTITUTIONAL TEXTING

1. PURPOSE

The purpose of this policy is to establish standards for the appropriate, secure, and compliant use of text messaging (SMS and MMS) by the institution for official communications. Text messaging is intended to supplement—not replace—official institutional communication channels such as email, learning management systems, and enterprise messaging platforms.

2. REFERENCE

Family Educational Rights and Privacy Act (FERPA), 20 U.S.C. §1232g; 34 CFR Part 99

SC Freedom of Information Act SC Code of Laws Section 30-4-10

3. DEFINITIONS

None.

4. POLICY

A. Scope

This policy applies to all faculty, staff, administrators, contractors, and affiliates who use text messaging on behalf of the institution, including messages sent through institution-approved platforms or from institution-owned or personal devices when conducting institutional business.

B. Acceptable Uses

Text messaging may be used for institutional purposes that require timely, concise communication, including but not limited to:

- Emergency notifications and safety alerts
- Time-sensitive administrative reminders (e.g., registration deadlines, system outages)
- Appointment reminders and service notifications

- Operational coordination where delay would negatively impact institutional functions

Text messaging should not be used for routine, detailed, or complex communications better suited to email or official systems of record.

C. Messaging Costs and Opt-out

Standard text messaging and data rates may apply to any institutional text messages, as determined by an individual's mobile carrier and service plan; the institution does not charge messaging fees and is not responsible for any associated costs incurred by employees, students, or third parties. Recipients may opt out of non-emergency institutional text messages at any time by replying **STOP** or by following provided opt-out instructions, after which no further messages will be sent except where required for emergency, safety, or legal purposes.

D. Compliance with Federal and State Law

Text messaging conducted on behalf of the institution is subject to federal student privacy law, federal telecommunications regulation, and the South Carolina Freedom of Information Act (FOIA), and South Carolina records retention schedules, regardless of the device, messaging platform, or whether the communication occurs on institution-owned or personal equipment.

5. COMPLIANCE

Violations of this policy may result in disciplinary action, up to and including termination of employment or contractual relationships and may expose individuals to legal or regulatory liability.

6. NOTES

A. Dates of Official Enactment and Amendments:

Approved by the Provost on 30 April 2026.

B. Responsible Department:

Information Technology Services

C. Responsible Official:

Chief of Information Technology Services

D. Cross References:

Memo 3-306 [Digital Privacy Policy](#)

7. RESCISSION

None.

8. REVIEW

This policy will be reviewed periodically to ensure alignment with legal, regulatory, and technological changes. It should be read in conjunction with the institution's FERPA Policy, Records Retention Policy, Acceptable Use Policy, and Information Security Policy.

FOR THE PRESIDENT:

OFFICIAL

//SALLY SELDEN, Ph.D., SPHR
Brigadier General, SCSM
Provost and Dean of The College