



## **Meridian Community College Social Media Policy**

### **INTRODUCTION**

Meridian Community College recognizes and embraces the power of social media, and the opportunity those tools provide to communicate with the MCC community, including students, faculty, staff, parents, alumni, and other interested parties. Social media at, or concerning, MCC is governed by the same laws, policies, etiquette, and rules of conduct that apply to all other activities at the College. To help you identify and avoid potential issues, we have compiled these guidelines:

### **DEFINITION**

Social media includes, but is not limited to, websites, blogs, chat rooms, and bulletin boards; social networks such as Facebook, Flickr, Google+, Instagram, Snapchat, MySpace, Pinterest, and Twitter; video sharing sites such as YouTube; and email.

### **MCC-AFFILIATED SOCIAL MEDIA ACCOUNTS**

The official social media accounts of MCC are established and maintained on behalf of the institution by College Communications and MCC Athletics. These departments manage several social networking sites as branding and engagement tools including, but not limited to, Facebook, Twitter, YouTube, and Instagram.

### **ADVERTISING AND PROMOTION ON SOCIAL MEDIA**

Advertising on some social media sites is available. Please contact College Communications if you are interested in advertising on Facebook or another social networking site specifically for an event or program.

### **EXISTING SOCIAL MEDIA ACCOUNTS (PRIOR TO AUGUST 2019)**

If students or alumni have already created social media accounts, please make the College Communications aware. It may be requested that those pages either be deleted or merged with our main institutional accounts. If the account remains active, we will ask them to change the name of the group to something that more accurately reflects their relationship to the program. The owner of such a site should also include a statement saying that this is an unofficial social media account.

### **PERSONAL SOCIAL MEDIA ACCOUNTS**

Personal use of social media: MCC is aware that members of the MCC community may wish to express their personal ideas and opinions through private social media not administered by the College. Employees are encouraged to share College news and events that are a matter of public record. Linking straight to the information source is an effective way to help promote the mission of MCC and build community awareness. MCC does reserve the right to address social media activity causing damage to the College, our employees, and our students.

## HASHTAGS

A hashtag is a word or phrase preceded by a hash sign (#), used on social media websites and applications, especially Twitter, to identify messages on a specific topic. Official College hashtags are #mcc, #mcc eagles, #findyourwings, #whereeaglesoar, and #theviewfromthetop. College Communications will vary, add to, and discontinue use of hashtags based on marketing campaigns. They will be used to promote the college in all forms of social media.

## GUIDELINES FOR CREATING AND USING SOCIAL MEDIA ACCOUNTS

Social media is a powerful tool Meridian Community College can use to tell its story, share information and promote its programs and events. Before you decide to create a Facebook, Twitter or Instagram account for your program or club, make sure you have the time to devote to site maintenance and administration once it's launched. Anyone considering creating a social media site should consider the following questions:

- What are the goals of creating such a site?
- Who will be the intended audience(s) for this site?
- What messages do we want to share on this site?
- Who will write the messages for the site?
- Who will update the site?
- How often do you plan to post content to the site?

Additionally, various departments, student groups, and clubs may maintain social networking sites, with the approval of MCC's College Communications, that promote civil discussion of topics related to MCC and its constituents. These include sites administered on behalf of (a) MCC as an institution; (b) individual programs or departments; (c) members of the faculty, in connection with a specific course; or (d) student organizations. As the department charged with compliance and oversight, MCC's College Communications requires full administrative access to each account. Unauthorized use of the MCC name, logo, or trademarks without the express permission of an authorized official of the College is strictly prohibited.

All main social media accounts will be named: MCC or Meridiancc. MCC and the particular entity (department, organization, club, etc.) represented must be clearly identified in the username and site title (For example, Twitter names should begin with MCC, i.e., MCCPTK, MCCBSU, MCCFCA, or MeridianccPTK, MeridianccBSU, MeridianccFCA), and have a completed social media application on file with College Communications.

### SITE ADMINISTRATORS:

- Primary site administrators will be identified for each site, must be employees of Meridian Community College, and are ultimately responsible for the relevant site. The primary site administrator must approve all secondary site administrators.
- The primary site administrator is responsible for the site's activity, i.e., regular content updates, accuracy and corrections, if needed. He or she will also monitor the site activity frequently and respond to comments as needed to maintain decorum.
- Secondary site administrators are those who the primary administrator affords administrative access. (For example, each recruiter would have administrative access to the Recruiting Facebook page, but the Director of Recruiting is considered the primary administrator). Secondary site administrators can include students who are under faculty or staff supervision.

Any site administrator who uses social media as a representative of MCC agrees to abide by the following:

- Posts on social media sites should protect the College's institutional voice by remaining professional in tone and in good taste. Content will respect the College, its students, faculty, staff, alumni and the greater community. Statements on social media that cause disruption to MCC operations, or impede the College's pursuit of its mission, may result in disciplinary action.
- Any and all College-affiliated social media usage should promote and advance the institution. If you become aware of objectionable content posted on an MCC social media site or an unaffiliated site, notify College Communications promptly. Do not reply on behalf of the College.
- Do not share confidential and/or proprietary information about the College or information about students, faculty or staff that violates Family Educational Rights & Privacy Act (FERPA) laws or the College's privacy policy.
- Observe applicable copyright laws. Even information that is widely available to the public (such as text, photographs, or other material posted on the Internet) may be subject to copyright restrictions. Avoid posting trademarked content such as logos, names, brands, symbols and designs without permission from the trademark owner.
- Content on college-affiliated social networking sites must be updated at least twice monthly. Individual department heads or advisors may require more frequent updates.
- A site administrator contacted by the news media should refer the media representative to the director of Public Information or the College President.
- Don't copy and paste content from official MCC social media accounts to another account. Instead, direct followers back to the originating MCC account by providing a link. This will facilitate efforts to analyze social media traffic and engagement (e.g. "likes" and comments).
- Do not use any MCC social media sites, networks, equipment or peripherals for unauthorized commercial purposes.

- MCC faculty members who utilize a social medium as a means of student participation in a course should provide a practical and appropriate alternative for students who may be unable or reluctant to utilize that social medium (for example, some students may not be comfortable opening a Facebook account).

**Procedure to obtain a MCC approved social media account:**

- Complete an application. You will need the permission of your director or department head to create a social media site. This person has the authority to identify additional requirements.
- Submit to the Social Media Committee via email at [collegedcommunications@meridiancc.edu](mailto:collegedcommunications@meridiancc.edu).
- Your application to create a site will be reviewed by MCC's Social Media Committee. Once approved, College Communications will create your social media account.
- Next, your site administrators will attend a training and orientation session conducted by College Communications.

College Communications will be your partner. College Communications will have full administrative access to the account and will monitor activity on the site. This enables College Communications to be your partner and support your efforts in a number of ways:

- If College Communications sees abusive or inappropriate comments or posts, it can delete the offensive material and discuss banning the offender.
- College Communications can suggest ways to make your posts more effective. College Communications might also have photos that would be useful.
- College Communications can help by "cross-pollinating" – sharing posts from, for example, the main MCC Facebook page to your Facebook page, or sharing your post to the main MCC Facebook page, or posting additional photos or tags to one of your albums, etc.
- Partnering allows College Communications access to your site's analytics. This helps College Communications be a better support service to you and also provides important information for the college.

### STAGNANT ACCOUNTS

College Communications will review sites periodically to be certain these guidelines are being followed and that sites remain active. If social media sites become inactive or do not follow guidelines established, College Communications will ask that they be discontinued. College Communications reserves the right to disable or temporarily unpublish Meridian Community College social media accounts that are dormant (no posts, no activity) for more than SIX months, as such stagnancy reflects poorly on the College.

Failure to comply with the guidelines outlined in the social media policy and procedure can result in suspension or termination of your account. If you have questions or need more information, contact College Communications at [collegeteam@meridiancc.edu](mailto:collegeteam@meridiancc.edu).

A social media application form can be found at [meridiancc.edu/socialapp](https://meridiancc.edu/socialapp).