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Explanation of Graphic Standards

As MCC competes in the ever-changing world of education, the strength of our marketing communications is increasingly vital. One of the basic components of a strong institutional marketing effort is a unified visual identity system.

“Visual identity” includes everything we use to communicate who we are. It is the outward expression of the personality, values and goals of our institution.

Through consistent application of these standards, MCC will enjoy the benefits of improved communication, understanding and competitive positioning with the publics we serve, as well as enhance our already strong and recognizable brand.

Included among this set of standards are the official MCC logo, seal and emblems, as well as usage guidelines, typographic guidelines and the approved stationery.

To express our institutional personality and communicate our promise to those we serve, we must be disciplined in how we interact, look and sound. Accordingly, we must commit ourselves to the standards outlined in this document. Doing so will help us project a clear, unifying image for Meridian Community College.

Essential Messages

Meridian Community College does not discriminate on the basis of race, color, national origin, sex, disability, religion or age in admission or access to, or treatment or employment in its programs and activities. Compliance with Section 504 is coordinated by Mrs. Deanna Smith, Dean of Student Services, 910 Highway 19 North, Meridian, MS 39307. 601.484.8895, Fax: 601.484.8635, email: dsmith40@meridiancc.edu. Compliance with Title IX is coordinated by Mr. Derek Mosley, Social Science Instructor, Smith Hall, 910 Highway 19 North, Meridian, MS 39307. 601.553.3453, Fax: 601.484.8635, email: dmosley@meridiancc.edu.

The College Name and Official Uses

Official College Name: Meridian Community College

Reference to Campus Departments:

The following names are examples of the College's various campus departments:

- Meridian Community College Workforce Solutions
- Meridian Community College Foundation
- Meridian Community College Adult Education/GED
- Meridian Community College Continuing Education
- Meridian Community College Athletics
- Meridian Community College Career Development Center

Preferred and Shortened Name:

- While Meridian Community College is the preferred reference to the College, MCC is the official shortened version of the College's name.
- A specific campus department can be referenced with a shortened name. Examples include: MCC Workforce Solutions, MCC Foundation, or MCC Continuing Education.
- In most writing, the full name of the institution should be used on first reference with MCC being the preferred second reference. References to "the College," "the Institution," and "the Campus" are examples of possible alternatives.
- If any of the alternatives are used alone or as a second reference, the first letter should be capitalized.

Any use of the College name or catch-phrase that does not meet the following guidelines must be approved by the College president or designated administrator. This includes the creation of additional references for departmental use that should fall into the College logo hierarchy which is explained in this documentation.

Visual Identity Standards

The Meridian Community College Visual Identity System includes, but is not limited to, these components: Wordmark logo, College seal, College nameplate, College emblems and logo extensions. All of these components contain graphic elements with standards that govern their use and are needed to present a consistent visual image of the College.

College Communications is the clearinghouse for design questions, as well as the access point for print-quality graphic images and advice on use and placement. Contact College Communications at 601.484.8786 or collegetelecommunications@meridiancc.edu.

Guidelines

These rules of usage apply to the entire Meridian Community College Visual Identity System.

- An appropriate visual identity component must be used on all College print, online, electronic or video projects.
- Meridian Community College reserves the right to review and monitor logo use at any time. All logos are owned by Meridian Community College.
- No College entity is authorized to create and use its own visual identity solution.
- No identity component or any of its elements may be incorporated into the symbol of another organization.
- To request a logo extension or a special event logo please contact College Communications.
- For any questions related to graphic standards or uses associated with commercial purposes, please contact College Communications.
- Campus personnel may download and use the various College logos to meet official business, educational and program needs of the Institution within the guidelines outlined in this document.

The Official College Logo

Rooftop Logo



The Meridian Community College logo is an outward expression and representation of the institution. The wordmark logo, created in Avenir Next LT Pro® typeface, is the College's major identifying element in any type of visual communication to any audience. The typography is a modern typeface and is organized in a decidedly contemporary style. This use of style elements from the original logo with the updated font and color accurately reflects the college's respect for the past and its vision for the future.

The wordmark is the default visual identity for the majority of applications, from electronic media (websites, videos, PowerPoint®, etc.) to printed publications and advertising. The official College logo will be used on all stationery, including letterhead, envelopes and business cards, as well as in other official capacities.

To ensure that all uses of the wordmark will be consistent in quality, no effort should be made to recreate, to use photocopies or scans from this guide, or to manipulate or change the marks in any way. Alteration includes re-creating or redrawing the logo or adding effects to the surface of the logo with computer graphics or word processing programs.

NOTE: The preferred logo for the college is the rooftop word mark and must be used whenever possible.

College Logo Hierarchy

College Seal



Alternative Seal



The revised College seal was adopted by the College in 2018. The official college seal has been modified several times since its origin. Elements in use include the eagle, the College's mascot, symbolizing the strength of the institution, the name of the college and date founded. The seal is the most formal tier of the College's visual identity system. The seal is traditionally reserved for use by the College president and for use on diplomas, certificates, resolutions and formal recognition items.

Emblems



The Meridian Community College emblem will serve as a smaller alternative to the College's logo. These emblems for the College can be used in graphic design. The MCC emblem represents an informal tier of the identity system, commonly used for casual applications or for merchandise and/or when it is clear that the "MCC" in the emblem refers to Meridian Community College.

Logo Extensions



Logo extension treatments, which consist of an additional line of text integrated into the logo, are available for:

- Divisions
- Auxiliaries
- Centers or special programs that have external visibility and deal with a large number of off-campus stakeholders and/or are cross-divisional or multidisciplinary in nature

Variations

Special event or program logos can be created as well.

As previously stated, no campus entity is authorized to create and use its own visual identity solutions.



Athletics



Additional elements of the visual identity system relate to the College's intercollegiate athletics program. Any use of these marks must be done with the express permission of athletics via the Athletic Director at 601.484.8707 or the Sports Information Director at 601.484.8828.

Special logos for these entities can be designed on an individual basis but must be approved for use by the College Communications department in conjunction with the College board or president.

Obsolete Logos and Graphics



Communicating a consistent, recognizable institutional image is important. Accordingly, it is necessary to eliminate any previously accepted logos and graphics. Only logos in this documentation are approved for use by the College. Other logos are categorized as obsolete.

Manipulations

Logos or identity components may not be manipulated. The appearance of any typography or graphic element may not be altered in any way, nor may any element be removed, nor may proportions be altered causing an image that is either stretched or condensed. The elements have been designed to work together as a unit and are not to be used independently of each other. No identity component may appear at an angle, upside-down, vertically or in any way other than horizontally.

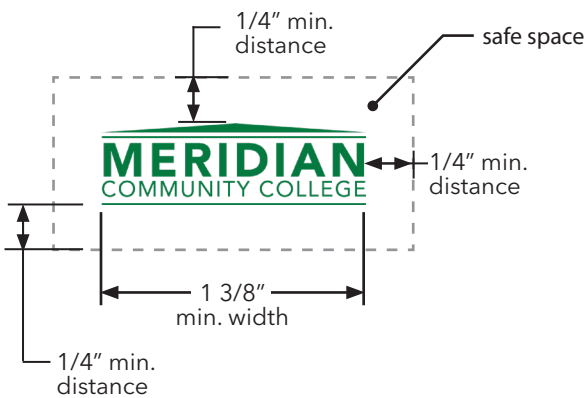
The proportions of all MCC logos are part of their design. If size adjustments are needed, logos should be enlarged or reduced by dragging the corners of the item's box, as opposed to the sides, which results in distorted logos.

Likewise, logos should not be enlarged to the point that they become blurry. If extra large logos are needed, please contact College Communications for assistance.

Protected Space & Minimum Size

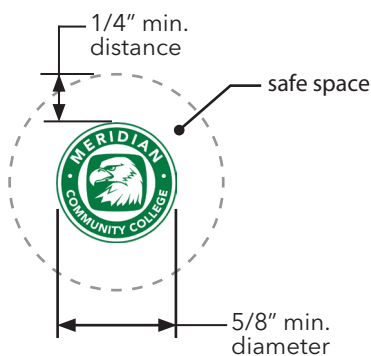
Any identity component should always stand apart from its surroundings (text, graphics elements, etc.). This space is considered a “safe space” and is a minimum of 1/4 inch surrounding the logo on all sides. Any visual matter violating this space would interfere with the legibility of the design.

Minimum Reproduction Sizes for Print To ensure clarity of image and legibility of text, the following standards should be applied:

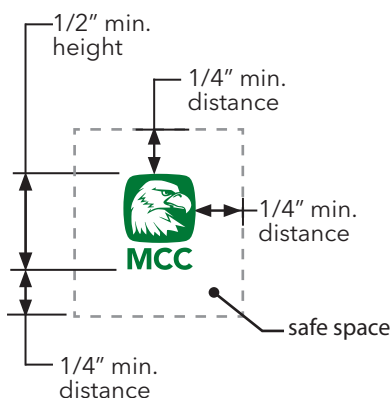


HORIZONTAL LOGO:

Should not appear smaller than 1 3/8" in length to ensure legibility.



SEAL: Should not appear smaller than 5/8" inch diameter.



EMBLEM: Should not appear smaller than 1/2" in height.

Color Palette

The College's official colors are Green and White. All segments of MCC academic, administrative, alumni and athletics will use the same green: Pantone Matching System (PMS) 356 and white. The color combination of PMS 356 green and white is to be used for all printing.

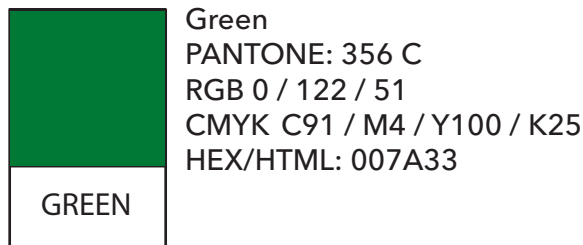
A color palette for publications using other vibrant, complementary colors is recommended to further enhance MCC's visual identity. Pantone Cool Gray 1 is an approved accent color.

Contact the Office of College Communications at 601.484.8786 or collegetelecommunications@meridiancc.edu for approval of color palates in publications. The color assignments in the visual identity program must not be altered. When having items printed it is imperative that Pantone® 356 C be used for MCC's green. To achieve a rich black request the CMYK levels below.

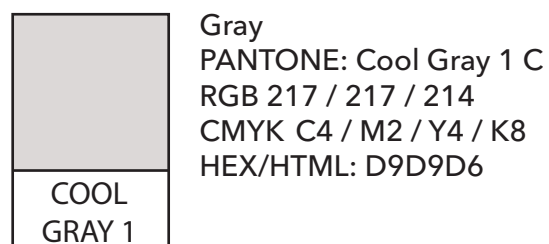
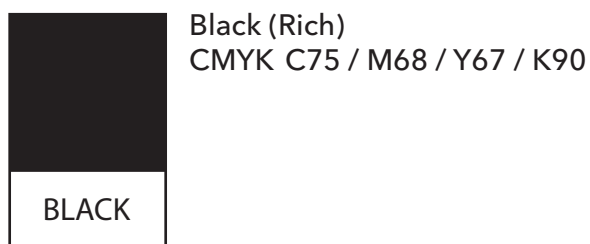
If PMS color matching is not available, the standard, Kelly Green, can be used when ordering promotional items and other marketing material.

Forest, Hunter, Mint, or other greens should not be used.

Official Colors



Complimentary Colors



Official Typefaces

Avenir Next LT Pro® and Arial® fonts will be used for all official Meridian Community College documents, internal or external. Avenir Next LT Pro® is the standard font for body text and is also the font used in parts of the logo extensions. Through the consistent use of these two fonts, MCC will develop and maintain an image that is both recognizable and memorable.

Avenir Next LT Pro® Regular
abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890(,./;:~!#\$%&*)

Avenir Next LT Pro® Regular
Avenir Next LT Pro® Medium
Avenir Next LT Pro® Bold

The default font will be Arial® when above fonts are not available.

Other acceptable fonts are Tahoma® and Calibri®.

These fonts are available on most Microsoft Office® and Adobe® applications.

Taglines

“Find Your Wings” is the official, singular tagline for the College. Alternative taglines are not authorized. Further, the “Find Your Wings” tagline cannot be amended in any way. It cannot be shortened, nor may words be added. When the “Find Your Wings” wordmark is used, it should be given appropriate space without competing with typography, background design, photography, or other graphic elements that compete visually and dilute its strength and effectiveness.

Web Standards

Introduction

The purpose of the MCC website is to project the image of the College nationally and internationally across the Internet and to provide its audience with fast, intuitive access to College information. The audience of the MCC website includes current and prospective students, their parents, faculty and staff, alumni, researchers, businesses and visitors from other institutions.

Internet Domain Name

Our Internet domain, meridiancc.edu, has significant equity in the higher-education marketplace and among our various audiences. Purchase, use and promotion of alternative domains for official MCC content is not authorized. Doing so can cause confusion, splinter search results and dilute the strength of the MCC presence on the Internet. There is only one exception to this provision at this time, which is mceagles.com.

Webpage Standards

Official Meridian Community College websites, similar to printed publications, will adhere to graphic standards that have been created to produce visual harmony throughout the school's web presence, while respecting the individuality of divisions. Our website should only use the required colors (or gradients in between those colors), fonts and logos that are laid out in this manual. It can, however, use logos to act as links to other pages and partnerships, but only as directed.

Primary institutional pages are webpages for the College, departments, and divisions (both academic and administrative) as well as transitional pages, which link directly from the home page. Secondary institutional pages are all pages below the index home page of a department or administrative unit's webpages.

Non-institutional pages include those pages that are maintained by faculty, staff, or students who are acting primarily as individuals rather than as spokespeople for the College. Non-institutional pages are not hosted on the College web server and are discouraged. It is requested that all student and staff pages contain the word "unofficial" and declare that they are not a part of the MCC website.

Standards for Webpage Graphics

All webpages should employ characteristics of a good design: balance, readability and consistency. Because the College webpage audience includes a wide diversity of viewers, there is a special need for the pages to be easy to navigate and to contain text that is accurate, usable and easy to read.

MCC webpages must be visible whether viewers are using text browsers, dated versions of Internet Explorer or other browsers.

While the content of department and division links may change, the location of buttons and links should be placed at the same place on all the pages.

Templates and images for websites are available to MCC webpage developers. Copies of approved material will be updated when new material is available. Customized menus will be provided for each department upon request.

Technical Standards

The following technical standards are required for all college webpages:

- No one image (gif, jpeg, png) should be more than 100K.
- All images should contain ALT text. This is mandatory to be ADA compliant. ADA stands for Americans with Disabilities Act and means that a product is accessible to people with disabilities.
- All pages should be designed for a screen display of 1024x768.
- Graphics and animation must be minimal in file size and must serve a functional purpose. Developers are encouraged to reduce the size of images rather than reduce the image resolution to the point that the image is blurry or of poor quality. The use of animation and Flash animation is prohibited.
- Webpage content must be viewable and equally usable regardless of the browser used.
- All College pages must use the same background and color schemes.

- All graphics should be copyright-free and approved by the webmaster. Given the age of the Internet and the graphics display on the web, the majority of all images retain their copyrights. No images should be copied from another website for use on the MCC website. The “Fair Use” rules, in most cases, do not apply to computer graphics used on institutional webpages.
- Audio files are prohibited unless approved in advance by the webmaster.
- Links to any off-campus site must be restricted to College-related items and must be approved by the President’s Cabinet. All links must be validated on a regular basis.
- There should be no advertising (banners) on any MCC hosted webpage.
- The College has an established account for providing statistics on page visits and page counts. Any department that needs to gather information from its secondary institutional page should coordinate with the webmaster.
- Primary and secondary pages should not contain forms or guest books generated on a server outside the College. If these items are required on the page, their use should be coordinated with the webmaster.
- All information should be updated on a regular basis. Outdated materials need to be updated or removed. If the data is not kept current, the link to the outdated material will be removed until the page is updated.

Standards for Web Content

The College employees a person as an official college webmaster. The official college webmaster will monitor all webpages housed on the College server, will ensure the webpages are consistent with MCC’s web policies, and will have the ability to modify any information housed on the system.

Inclusion on meridiancc.edu carries with it an implicit agreement to abide by MCC’s website standards. All pages linked to meridiancc.edu must contain accurate, up-to-date information and must meet all appropriate standards. Pages that do not meet these standards must be revised according to MCC webpage standards. The Office of College Communications will monitor for editing purposes and will notify if changes are needed.

General Content Standards

The content of all webpages delivered over the MCC network must comply with all federal, state and local laws and with MCC policies. No MCC webpage should be used for profit or commercial purpose, nor should any MCC webpage harass or violate the privacy of others. Webpages on the MCC website should not violate another party's copyright and should not contain libelous or defamatory material. Pages on the MCC website should not collect any information from a visitor without first informing the visitor.

If the content of a secondary institutional page duplicates the content also found on the primary page, the primary page should be linked and the secondary information removed.

The MCC web servers should not be used to house any material that is not related to the daily operations of the College. Any material found on the College's website that does not relate to the College or College activities will be deleted.

Guideline on the Use of Fonts

All MCC webpages should restrict font use by following these guidelines:

- When MCC designates a font for a particular use, the entire font family (normal, bold, italics, etc.) can be used.
- Since Sans Serif type (fonts with no strokes at the tips of each letter) is easier for audiences to read, the font family of Avenir Next LT Pro® and Arial® should be used for headlines, headings, button names, etc.
- Normal text on webpages should use the Avenir Next LT Pro® or Arial® families, with priority given to the Avenir Next LT Pro® font.
- Examples of Avenir Next LT Pro® can be found on page 14.

Guidelines for Submitting Content

The content of the MCC webpage should be dynamic and, above all, should be current and accurate. To help facilitate the accurate and timely posting of information to the web, the following guidelines should be used:

- Any information that is to be posted should be submitted via email to the webmaster.
- All information should be in Microsoft Word® format.
- Information that is submitted in the form of a printed document will not be accepted.
- Any information that is sent for inclusion may be modified or changed by the webmaster to adhere to the format of the College website.
- All information should be sent through the department's administrative structure for approval.
- Any exception to this chain of approval must be agreed to before the information is posted. (For example, updating the class schedule is an exception; the posting of news releases is not.) To establish an exception contact the webmaster.

Letterhead, Envelopes and Business Cards

The most widely distributed printed materials representing MCC are the various pieces of stationery: letterhead, envelopes, business cards, etc. These essential tools for carrying out daily tasks represent MCC's most cost-effective opportunity to project a distinctive and positive visual identity.

Requests for letterhead, envelopes should be requested from the MCC Library, by calling 601.484.8760.

Business cards can be ordered at

<http://www.meridiancc.edu/mccbusinesscardsandbadges/>

The following information will be requested for MCC business cards:



- Individual name
- Title
- Department
- Office Phone
- Fax or Cell Phone (Optional)
- Email

Electronic Letterhead and PowerPoint Templates

Electronic letterhead is available at meridiancc.edu/templates and should be used when sending attachments, such as documentation or letters, via email.

MCC branded PowerPoint templates can also be found at meridiancc.edu/templates and should be used when creating presentations for internal and external use. If customized PowerPoints are needed, please contact College Communications at collegecommunications@meridiancc.edu or complete a PR request form at <https://xtraweb.meridiancc.edu/cpweb/commgroup/mediarqst.html>.

Email Signature Block

The appearance of your email signature - the optional block of text that appears at the bottom of a message - is a reflection on both your department/division and Meridian Community College. If you elect to use an email signature, it should be restricted to your name, title, the name of the College (Meridian Community College), appropriate contact information and your department/program's URL. You should refrain from accompanying graphics, quotes and any unofficial taglines. "Wallpaper" graphics behind the body of the email are similarly not permitted.

Example:

Jane Doe

Director of Admissions | Enrollment Management

Meridian Community College

910 Hwy 19 North | Meridian, MS 39307

601.123.4567 | meridiancc.edu | jdoe@meridiancc.edu

You may use the College logo in your signature block, however do so with care. Only the official logo is permitted. If you attempt to shrink the logo to fit as part of your signature block, you must do so proportionally. Stretched or shrunken logos are not permitted. You may include links to MCC official social media accounts. Keep in mind though, that graphics are lost if your message is received on or forwarded to a device that is not set to support images.



This email signature, edited with your information, is available to you upon request. Contact College Communications at 601.484.8786 or collegecommunications@meridiancc.edu.

Editorial Style Standards

A consistent visual identity helps to eliminate confusion for our target audiences in an ever increasing competitive market. The following guidelines represent Meridian Community College's "house style" to be used in non-academic copy writing for College publications (brochures, newsletters, fliers, documents, T-shirts and other communication pieces.) When specific guidance is not offered, the campus community should refer to the most recent edition of the Associated Press Stylebook. If neither these standards nor the AP Stylebook offer the needed guidance, writers should consult Webster's Third New International Dictionary of the English Language, Unabridged.

Letter Margins and Fonts: Set these margins for the first page of letter: 1" left margin, 2" top margin, 1" right margin and 2" bottom margin. For the second and subsequent pages of a letter, set all margins at 1"; do not print any pages, except the first, on letterhead.

Use Avenir Next LT Pro® or Arial® for the text of the letter; depending of the length of the letter, use 11 or 12 point type with single spacing.

Envelopes: On official envelopes, the return address will already be present with the MCC wordmark. In any circumstances when an official envelope is not available, return address information should be entered in 8 point Avenir Next LT Pro® or Arial®. The address on the envelope should be left justified and in all caps. These same guidelines apply to labels.

Telephone Numbers: When writing telephone numbers, please use periods to separate numbers. For example: 601.484.8786.

Division Names: The names of MCC divisions will be capitalized, e.g., Meridian Community College Student Life or Meridian Community College College Communications.

Student Organizations: All student organizations should be referred to using their full name or accepted acronym on second reference. Examples:

MCC Alumni Association
MCC Ivy League Recruiters
MCC Baptist Student Union
MCC Fellowship of Christian Athletes
MCC Student Government Association

Honor Societies: All honor societies should be referred to using its full name or accepted acronym on second reference. Example: Phi Theta Kappa

Policies and Procedures

Request for Interviews

The College president is the official spokesperson of the College. No person is authorized to act as an official spokesperson for the College or present themselves as speaking for the College without the prior authorization of the College president or the Office of College Communications. College Communications is responsible for MCC's media relations, including responding to calls from the media and reporters, as well as addressing questions regarding College activities, events and issues.

All media inquiries, and guest appearances on local media talk shows should be directed to the Director of Public Information, in College Communications, at 601.484.8689 to arrange for providing information and scheduling interviews and responses as necessary.

All media inquiries about athletic students should be directed to the Athletic Director at 601.484.8707 or the Sports Information Director at 601.484.8828.

All press releases (print, audio, and/or video) must be submitted to the media by the Director of Public Information or the Sports Information Director. Individuals/departments can request that news releases and announcements concerning College personnel, departments, programs, events and activities be sent to the media; requests should be submitted to the Director of Public Information with appropriate advance notice.

Emergency Media Relations

The President and the Office of College Communications have the primary responsibility for releasing information to the news media. Major incidents and emergencies may draw interest from local or national media. It is of utmost importance that only accurate information is released by the Office of College Communications. Incorrect or incomplete information could be detrimental to the College, its employees, and its students. Refer all news media inquiries to the Office of College Communications at 601.484.8689.

If College Communications cannot be reached, other contacts should be (in order):

- Leia Hill, Vice President of Institutional Advancement, at 601.484.8612 or 601.938.0106.
- Soraya Weldon, Vice President of Operations, at 601.484.8628 or 601.480.7921.
- Deanna Smith, Dean of Students, at 601.484.8895 or 601.917.7097.
- Sander Atkinson, Assistant Dean of Students, 601.484.8707 or 601.479.3907.
- Dr. Thomas Huebner, President, at 601.484.8619.

Printed and Posted Materials

All brochures, flyers, posters and other printed materials produced by faculty/staff/student groups that will be posted/distributed around campus/centers or to the public must be submitted to College Communications for approval prior to distribution. Including College Communications in the design process at an early date will help prevent delays. Most work is managed on a first-come, first-served basis.

Departments planning to have brochures, programs, etc., printed at an outside printing company must contact College Communications prior to contacting the printing company. College Communications will assist you in providing materials to the printing company that follow the College's identity standards.

Promotional Merchandise

If approved in your budget, campus departments, offices and program areas may purchase customized merchandise (e.g., T-shirts, pencils, other promotional items) for the audiences they serve. These items must properly employ MCC's Visual and Identity Standards and the design must be approved by College Communications before the item is ordered.

Photography

MCC College Communications offers professional photography services for a variety of College uses, focused primarily on promotional purposes and to support news media publicity.

Other events or requests - especially those outside of regular office hours and those that do not support the purpose of MCC - may not be fulfilled. MCC employees may take photos with a camera (mobile phone photos of events may be considered depending on resolution) and submit them to College Communications.

Essential priorities for College Communications photography services are: President's office, advertising, news/media requests, Institutional publications such as recruiting brochures, College catalog, program/departmental promotional brochures, athletics, student organizations and events (as needed for marketing, publication and promotional purposes).

Photography requests, if possible, should be made at least two weeks in advance. Requests made with less than a week may not be fulfilled. Release forms must be signed if using minors in the images. A Request for Coverage form can be found <https://xtraweb.meridiancc.edu/cpweb/commgroup/mediargst.html>

Advertising and Promotion of Special Events

Assistance in planning, promoting and publicizing special events at the College is provided through College Communications.

The department or group planning a special event should provide all available advance information concerning the event to Public Information. If assistance in planning is desired, a representative of the event's planning group should contact Public Information about details of the event for press releases and promotional activities.

A Request for Coverage form can be found

<https://xtraweb.meridiancc.edu/cpweb/commgroup/mediargst.html>

This form needs to be submitted at the earliest possible time and no later than two weeks prior to the event.

Vehicle and General Signage

General building and campus signage, as well as signage for all new vehicles will be coordinated through the Office of College Communications and the Physical Plant.

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 collegecommunications@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.

A social media application form can be found at meridiancc.edu/socialapp.