



Purpose of Guidelines

Morgan Community College Communications and Marketing Department has developed social media guidelines to help properly portray, protect, and promote the college, and to assist MCC departments, staff and faculty to create, manage, and contribute to college-related social media accounts.

These guidelines are based on the Colorado Community College System President's Procedure SP 3-125f to help you use social media effectively, protect your personal and professional integrity, protect student information, and follow other organizational guidelines.

Summary of Guidelines:

1. Official MCC departments, programs, groups, etc. must complete an application for any MCC social media account. Applications are available on the Employee tab of MyMCC.
2. Each social media account must have at least two MCC staff or faculty as responsible editors.
3. Appropriate disclaimers and links must be displayed on each social media account as set forth in the "Social Media Responsibilities" section below.
4. Inappropriate, offensive, injurious and illegal content be removed by the account editor or at the direction of the MCC Communications and Marketing staff. Inappropriate content includes, but is not limited to, the following:
 - Confidential information about the college, its staff or its students (including anything that could be deemed a FERPA violation)
 - Obscene, hostile, threatening or injurious or illegal messages or suggestions
 - Endorsements of any cause, opinion, product or company. This includes any advertising, formal or informal, or any political endorsement.
 - Violations of copyright, privacy, security or other laws and MCC policies
5. College employees adhere to the same standards of conduct online as they would in the workplace and follow best practices for social media.

Definitions

Social Media—various forms of discussion and information sharing including social networks, blogs, video sharing, podcasts, wikis, message boards, and online forums. Examples include but are not limited to Google and Yahoo Groups (reference, social networking), Wikipedia (reference), My Space (social networking), Facebook (social networking), Instagram (social networking), Snapchat (Multimedia messaging), Yammer (social networking), YouTube (social networking and video sharing), Flickr (photo sharing), Twitter (social networking and micro-blogging), LinkedIn (business networking), and news media comment sharing/blogging.

Social Networking—the practice of expanding the number of one’s business and/or social contacts by making connections through individuals. While social networking may include joining clubs and organizations or staying connected through phone conversations and written correspondence, this collection of guidelines focuses on Social Networking as it relates to the Internet to promote such connections and is only now being fully recognized and exploited, through Web-based groups established for that purpose.

Uses of Social Media

The term “social media accounts” refers to accounts created on Twitter, Facebook, LinkedIn, Snapchat, Instagram, YouTube, blog sites, or any other service that promotes user-driven output and feedback.

These guidelines apply only to social media accounts created by MCC staff and faculty for official MCC business purposes of college groups, departments and programs. Any social media account that is officially representing MCC in a public capacity must be approved through the application process.

Student Club and Organization Accounts

Student Clubs and Organizations may create social media accounts, although the advising faculty/staff member must submit an application and agree to monitor the account’s activity for adherence to policies outlined in the Student Code of Conduct and the Student Handbook. Violations of these policies may result in disciplinary action and may include appropriate legal action. Additionally, if there are continuing issues in the administration of an account, it could be closed as deemed appropriate by Communications and Marketing and the Vice President of Student Success.

Additional social media guidelines for student clubs and organizations are available online at MyMCC.

Social Media in the Classroom

While faculty are not prohibited from having students use social media to learn about it, faculty must use CCCS’ official learning management system (e.g., Desire 2 Learn) instead of social media sites for facilitating coursework and teaching. If students are using social media as part of a classroom project or assignment, they are expected to abide by the Student Code of Conduct. Faculty must be careful to adhere to all FERPA policies when using social media in the classroom.

Social Media Responsibilities

MCC regularly reviews content posted on all college-authorized social media sites, it shall have the right to do so, and, with respect to any site maintained in the name of the college, may remove or cause the removal of any content for any lawful reason, including but not limited to content that it deems threatening, obscene, a violation of intellectual property rights or privacy laws or otherwise injurious or illegal.

Responsibilities of MCC employees as account editor:

1. Fill out a Social Media Account Application for each account
 - An application must contain the following:
 - i. Name of the faculty or staff member who will edit
 - ii. Name of the social network site(s) being used
 - iii. Name purpose of the account and the audience (staff, students, or both), being targeted
 - Applications will be reviewed by Marketing & Communications and the Vice President of Instruction (if account is class-based).
 - After an application is approved and the social media account has been established, Marketing & Communications will review the account for adherence to policy before it is introduced to other users.
2. Display a disclaimer statement articulating that content and opinions contained on the site do not necessarily represent those of the college.
3. Ensure adherence to social media guidelines
4. Manage and monitor content to ensure it doesn't violate any CCCS or MCC policies or procedures, and that student participants adhere to the Student Code of Conduct
5. Remove and report inappropriate, offensive, injurious or illegal content
6. Should there be a change in account editor, it is that department/division's responsibility to designate another college employee to be the account editor and remove the former employee's editing permission to the site.
7. Inform Marketing & Communications of any other changes in account editors
8. **MCC Official Facebook Accounts Only** must have prominently displayed language directing the public to the official MCC website.
9. **MCC Official Facebook Accounts Only** must have "secure browsing" selected, and can be found in the "Account Security" section.
10. Always comply with the platform's Terms of Service.

Responsibilities of Marketing & Communications:

1. Serve as an administrator for all MCC social media accounts on Facebook, Instagram, Twitter, LinkedIn, Snapchat, YouTube, and any other social media site. This includes pages and accounts for student clubs.
2. Maintain and administer social media guidelines
3. Review and approve all social media applications

4. Maintain list of officially recognized social media accounts and administrators
5. Be a resource for departments and programs for help with social media
6. Track and report social media metrics

Responsibilities of MCC staff, faculty and students participating in social media in any way on behalf of MCC:

1. MCC employees and students are expected to adhere to the same standards of conduct online as they would in the workplace, including:
 - a. FERPA
 - b. MCC organizational guidelines
 - c. Student Handbook and Student Code of Conduct
2. Posting a photo or video of a student requires that they sign a Photo Release form (available for download in MyMCC).
3. Laws and policies respecting contracting and conflict of interest, as well as policies for interacting with students, parents, alumni, donors, media and all other college constituents apply online and in social media just as they do in personal interactions. Employees are fully responsible for what they post on social media sites.
4. Use good judgment about content and respect privacy laws. Do not include confidential information about the college, staff or students.
5. **Facebook Accounts Only-** As an issue of student privacy, staff, (recruiters, faculty, etc.), should NOT “friend” students or send any other unsolicited messages or wall posts, but instead encourage students to go online and connect with *them* to get a dialog going.
6. Post only content that is not threatening, obscene, a violation of intellectual property rights or privacy laws or otherwise injurious or illegal.
7. Representation of your personal opinions as being endorsed by the college or any of its organizations is strictly prohibited. MCC’s name or logos may not be used to endorse any opinion, product, private business, cause or political candidate.
8. When posting content on any social media site, you represent that you own or otherwise have all of the rights necessary to lawfully use that content or that the use of the content is permitted by fair use. You also agree that you will not knowingly provide misleading or false information and that you will indemnify and hold the college harmless for any claims resulting from the content.

9. When using or posting online material that includes direct or paraphrased quotes, thoughts, ideas, photos or videos, always include citations. Provide a link to the original material if applicable.
10. All content posted on MCC-branded social media accounts needs to have a clear and direct correlation to MCC offerings, activities, or MCC's relationship with the community.
11. **Personal Social Media Accounts-** If you also maintain your own personal social media accounts, you should avoid creating confusion over whether the account is associated with MCC. If you identify yourself as MCC faculty or staff member online, it should be clear that the views expressed on your site are not those of the college and you are not acting in your capacity as a MCC employee. Personal social media accounts should not be used to post official MCC statements. Faculty and staff should be especially mindful of the ethical considerations of their interactions with students via social media sites.

While not a requirement, MCC employees may consider adding the following disclaimer to personal social media accounts:

“While I am an employee at Morgan Community College, comments made on this account are my own and not that of the college.”

Morgan Community College Social Media Guidelines Acknowledgment Form

I, _____, hereby acknowledge that I have received, read, and understand the Morgan Community College Social Media Guidelines. I understand that these guidelines are in place to ensure responsible and professional use of social media platforms when representing Morgan Community College.

By signing below, I agree to adhere to the following expectations:

1. Professional Conduct: I will conduct myself professionally and ethically on all social media platforms when representing Morgan Community College.
2. Confidentiality: I will not disclose or share confidential information, proprietary data, or any sensitive material related to Morgan Community College on social media without proper authorization.
3. Respect: I will treat others with respect and courtesy, refraining from engaging in any form of discrimination, harassment, or offensive behavior.
4. Accuracy: I will strive to provide accurate information and will not spread false or misleading content about Morgan Community College or any other individuals.
5. Compliance: I will comply with all applicable laws, regulations, and social media platform policies when using social media on behalf of Morgan Community College.
6. Endorsements: I will ensure views expressed on Morgan Community College site(s) are professional and I am acting in the capacity as a MCC employee so that no content may be perceived as an endorsement.

I understand that failure to comply with these guidelines may result in disciplinary action, up to and including termination of my association with Morgan Community College.

Employee Name (print): _____

Employee Signature: _____

Date: _____