Chapter 3 - General Institution AP 3700 ——— Social Media (NEW)

~~AP 3700   Social Media~~

Statement Affirming Social Media Engagement

Mt. San Antonio College encourages the use of social media by the campus community in support of its mission, goals. ~~, and its overall communication objective to provide students, employees, and "followers" with timely information and~~ **Social media can~~its overall communication objective to~~ provide students, prospective students, employees, alumni, donors and other "followers" with timely and accurate information as well as** to foster interactive communication and engagement. This Mt. SAC Social Media Policy addresses the appropriate creation, use, and maintenance of online social media platforms by the various constituencies of the College. These constituencies include College employees, **programs,** departments, and campus/student organizations.

~~Social Media Defined~~
Definitions

Social media includes ~~networking sites that communicate via the Internet and networking sites that use SMS text or mobile technologies. Currently popular examples of social media include Facebook, Twitter, YouTube, Vimeo, Instagram and similar utilities, sites, and/or resources utilized by academic departments and campus/student organizations.~~ **websites and other communication instruments~~networking sites~~ that allow users to exchange ideas and network as well as create and share content. Examples~~communicate via the Internet and networking~~**
~~sites that use SMS text or mobile technologies. and similar utilities, sites, and/or resources utilized by academic departments and campus/student organizations.~~

~~Currently popular examples~~ **of social media include, but are not limited to, Wikipedia, Facebook, Twitter, LinkedIn, YouTube, Vimeo, Instagram, Pinterest, Snapchat, Yelp, and Reddit.**

Institutional social media are accounts that represent an official Mt. SAC operational unit.

Instructor moderated social media are accounts, sites, pages, groups and similar formats which instructors have students use as a part of a Mt. SAC class. Uses include posting, sharing, liking, visiting, following, replying and other interactions.

Personal social media accounts are those accounts held by an individual. They do not use these personal accounts to represent an official Mt. SAC operational unit. While the individuals may express views of the college, the account represents the individual, not the college.

Social media administrators are individuals who are trusted with access to and moderation of a social media presence of a person, brand, institution, or part of an

institution.

Employee Private Site Responsibility

Requirements for Social Media Sites

These requirements apply to social media usage by campus employees, including instructor moderated social media, personal social media, and institutional social media.

Mt. SAC's SMP does not apply to the private social media accounts of employees. Thus, the College will neither indemnify them for anything they post on social media nor restrict employee speech on social media not associated with the College. However, employees acting in an individual capacity via blogs and other social media outlets should exercise caution to communicate clearly that they are not acting in a representative capacity, or expressing the views of the College.

Social Media Oversight & Regulation

The Marketing & Communication Department is the primary administrator for Mt. SAC's official Facebook site as well as posts on Twitter, YouTube, Vimeo, and Instagram. Marketing is responsible for maintaining the content and monitoring the day-to-day activity of all of the institution's social media platforms as well as those

created and managed by departments and student/campus organizations. Marketing must also enforce the College's SMP with respect to all College-affiliated sites and delete inappropriate content if it is left unaddressed by the host entity.

Creating a Mt. SAC Social Media Account

Before creating a social media account (*i.e.,* Facebook), Mt. SAC departments, organizations, and student groups must obtain authorization from the Marketing & Communication Department by submitting a completed *Social Media Needs Assessment Form.*

At that time, the applying entity must identify two site administrators to maintain accurate and timely content, regularly monitor comments, and delete postings that violate Mt. SAC's SMP as well as the rules of engagement established by the host media outlets. The department head or organization leader can revoke site administrators' privileges if they are not complying with the SMP.

Branding Requirement

For consistency, the profile graphic for all official Mt. SAC Facebook sites must be branded with either the institutional logo or the program logo. For correct logo usage, consult the *Logo Usage & Style Guidelines,* posted on the College's Marketing webpage.

Protocols & Content Guidelines

- Ethics: The content posted on all social media platforms must adhere to the proprietary "code of conduct" and "terms of use" specified by the host media and must align with Mt. SAC's SMP. Employees and campus groups are expected to exercise good judgment and discretion when using social media. Conduct that would not be acceptable in the campus environment is unacceptable online. The same college policies and practices that apply to employee and student activities in general in general apply to employee and student online activities.

Confidential and proprietary information about Mt. SAC, students, prospective students, employees, donors, alumni, and volunteers shall not be posted on social media. When applicable, campus employees must follow federal and state laws (including, but not limited to, FERPA and HIPAA) as well as CCCAA regulations.

Students shall not be required to participate in social media sites that require personal information as a part of their coursework with the exception of courses related to social media. Faculty using social media to enhance instruction shall accept responsibility as the social media administrator as defined above. This includes instructor moderated social media usage. The instructor must make course materials posted on social media sites available and accessible in alternate formats.

The Mt. SAC logo and secondary logos may not be used on personal social media sites without written permission. The Mt. SAC name, logo and secondary logos may not be used for advertising, promotions or endorsements without written consent from the Department of Marketing and Communication.

Creating a Mt. SAC Social Media Account

Before creating a social media account (*i.e.,* Facebook), Mt. SAC departments, organizations, and student groups must obtain authorization from the Marketing & Communication Department by submitting a completed *Social Media Needs Assessment Form.*

At that time, the applying entity must identify two site administrators to maintain accurate and timely content, regularly monitor comments, and delete postings that violate Mt. SAC's SMP as well as the rules of engagement established by the host media outlets. The department head or organization leader can revoke site administrators' privileges if they are not complying with the SMP.

Branding Requirement

For consistency, the profile graphic for all official Mt. SAC Facebook sites must be branded with either the institutional logo or the program logo. For correct logo usage, consult the *Logo Usage & Style Guidelines,* posted on the College's Marketing webpage.

Requirements of Institutional Social Media

Campus units that have a social media site or would like to create a social media site shall contact the Marketing and Communications Department at (909) 274-4121. Marketing and Communications can work with the unit to coordinate communication, provide consultation and add the social media account(s) to a list of recognized institutional Mt. SAC social media accounts.

Institutional social media accounts shall have a plan that addresses the site's goals, target audiences, strategy for developing content, and strategy for responding to

public posts and moderating conversations. The institutional unit and its social media administrators are responsible for the site's content and ensuring the site is in line with campus policies and procedures. See appendixes A, B, and C for a list of applicable guidelines for usage, policies and procedures.

Institutional social media accounts should be professional in tone, substance and appearance. The social media account should clearly identify the unit it represents through its name, profile image, description and posts, and not the College as a whole.

Institutional social media shall have a full-time employee assigned responsibility for coordinating content and serving as administrator. In addition, a backup administrator at Mt. SAC shall have access to the account for business continuity purposes.

Information provided on institutional social media shall be accessible and made available in alternate formats upon request.

Protocols & Content Guidelines

- **Ethics:** The content posted on all social media platforms must adhere to the proprietary "code of conduct" and "terms of use" specified by the host media and must align with Mt. SAC's SMP. Employees and campus groups are expected to exercise good judgment and discretion when using social media. Conduct that would not be acceptable in the campus environment is unacceptable online. The same college policies and practices that apply to employee and student activities in general apply to employee and student online activities.

- **Relevant Content:** Editorial content and messaging must relate directly to Mt. SAC business, programs, and services. SM content must be accurate, timely and consistent with content posted on the College website. Whenever possible, provide direct links to the website for more information.

- **Instructional Tool:** Faculty utilizing social media to enhance instruction must accept responsibility as the site administrator. The instructor must make course materials posted on Facebook available and accessible in alternate formats and on non-social media platforms.

- **Images:** Images and videos uploaded to social media platforms must relate directly to Mt. SAC and should not be used to promote anything other than campus news, events, or services. Good taste and quality should always prevail.

- **Politely Disagree:** The expression of differing viewpoints in the context of a SM discussion is wholly appropriate and should not be censored unless the choice of words is considered "inappropriate content" as classified below.

- **Privacy:** This does not exist in the viral world, and social media platforms are *immediate* and *permanent*. Consider the effect one's post could have on both the poster and the college. Search engines can turn up social media results years after they have been posted, and comments can be forwarded and copied.

- **Accuracy:** Ensure that the College's posts contain accurate information as well as correct grammar and spelling, since colleges are held to the higher standard.

APPENDIX (A) Social Media

Guidelines: Best practices for Institutional Social Media Sites

- **Have a Plan. Carefully consider the site's goals, target audiences, strategy for developing content, and strategy for responding to public posts and moderating conversations. Determine when posts should be deleted and users banned. Determine how customer service questions will be answered. Marketing and Communication can provide consultation.**

- **Respect the Rules. Social media accounts should adhere to the proprietary "code of conduct" and "terms of use" specified by the host media and align with Mt. SAC's Social Media Policy.**

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- **Relevant Content.:** Editorial content and messaging **should**~~must~~ ~~must~~ **relate** ~~directly~~ ~~directly~~ **to Mt. SAC's mission,**~~SAC~~ business, programs, and services. **The**~~SM~~ content **should**~~must~~ ~~must~~ be accurate, timely and consistent with content posted on the College website. **The content should be professional and appropriate for an institutional voice.** ~~Whenever possible, provide direct links to the website for more information.~~
2. ~~**Instructional Tool**: Faculty utilizing social media to enhance instruction must accept responsibility as the site administrator. The instructor must make course materials posted on Facebook available and accessible in alternate formats and on non-social media platforms.~~

~~**Images:** Images and videos uploaded to social media platforms must relate directly to Mt. SAC and should not be used to promote anything other than campus news, events, or services. Good taste and quality should always prevail.~~

- **~~Politely Disagree:~~Open Discussion.** The expression of differing viewpoints **in the context of a social media**~~SM~~ discussion is wholly appropriate**. Great thought should be taken before deleting comments or censoring posts** ~~and should not be censored unless the choice of words is considered "inappropriate content" as classified below~~.

3.

~~**Accuracy**: Ensure that the College's posts contain accurate information as well as correct grammar and spelling, since colleges are held to the higher standard.~~

- **Be Accurate. Think twice before posting to ensure the content is accurate and appropriate for the college or the unit. Double check that facts, spelling and grammar are correct.**

- **Be Respectful. Write posts and responses that are appropriate for and respectful of the diverse range of people the campus serves.**

- **Provide Variety. Offer a variety of content, such as informative posts, relevant photographs, links to interesting articles and details on upcoming events.**

- **Be Social. Engage with the audience by encouraging participation, asking and answering questions, and responding to participants. Link to the official Mt. SAC account, if such an account exists on that social media site. Consider following other campus unit accounts as well as relevant third party, non-profit and sister organizations. Engage in broader discussions related to your unit or the college.**

Inappropriate Content

The posting of "inappropriate" content on Mt. SAC's SM sites is prohibited. Immediately upon discovery, the site administrator must remove such content. Following are examples of inappropriate content:

- Derogatory, harassing, profane/offensive, and threatening language
- Pornographic or patently obscene material
- Language/imagery depicting or encouraging sexual harassment, vandalism, stalking, alcohol/drug use, criminal activity, or behavior prohibited by the *Student Standards of Conduct*
- Content that violates state or federal law, such as gambling or copyright infringement.

Site administrators must ensure that confidential or proprietary information about Mt. SAC students, alumni, employees, or the College will not be posted. *The Family Education Rights & Privacy Act (FERPA)* should be observed at all times.

Privacy: This does not exist in the viral world, and social media platforms are *immediate* and *permanent.* Consider the effect one's post could have on both the poster and the college. Search engines can turn up social media results years after they have been posted, and comments can be forwarded and copied.

APPENDIX (B) Social Media

Guidelines: What Not To Do With Institutional Social Media Accounts

- **Do not disclose confidential or proprietary information.**
- **Do not release private student information**.
- **Do not use threatening, harassing or abusive language.**
- **Do not share copyrighted images, logos, and publications without gaining license**Pornographic or patently obscene material
- Language/imagery depicting or encouraging sexual harassment, vandalism, stalking, alcohol/drug use, criminal activity, **or permission.**
- **Do not confuse personal social media accounts with institutional social media accounts.**
- **Do not disparage competitors.**
- **Do not falsely pose as another person or entity.**
- **Do not make fun of or alienate the diverse range of people the campus serves.**

APPENDIX (C) Social Media

College policies that could apply include those related to:

- BP 3410 / AP 3410 Nondiscrimination
- BP 3430 / AP 3430 Prohibition of Harassment
- BP 3450 / AP 3450 Accessibility of Audiovisual Media – Captioning
- BP 3510 / AP 3510 Workplace Violence Plan
- BP 3515 / AP 3515 Reporting of Crimes
- BP 3518 / AP 3518 Child Abuse Reporting
- BP 3720 / AP 3720 Computer and Network Use
- BP 3750 / AP 3750 Use of Copyrighted Material
- BP 3900 / AP 3900 Freedom of Expression (Speech: Time, Place and Manner)
- BP 3910 / AP 3910 Solicitation, Advertising, and Sales
- BP 4030 / AP 4030 Academic Freedom
- BP 5040 / AP 5040 Student Records, Directory Information, and Privacy
- AP 5043 Use of Social Security Numbers
- BP 5140 Students With Disabilities
- AP 5140 Students With Disabilities – General Academic Adjustments
- AP 5142 Students With Disabilities – Accessibility of Multimedia Instructional Material: Captioning
- BP 5500 Standards of Conduct
- AP 5520 Student Discipline Procedures
- AP 5530 Student Rights and Grievances
- AP 6535 Use of College Equipment
- BP 6625 / AP 6625 College Fund-raising
- BP 7100 / AP 7100 Commitment to Diversity
- BP 7370 / AP 7370 Political Activity
- AP 7371 Personal Use of Public Resource

Approved: