

Chapter 3 - General Institution

AP 3700 Social Media (NEW)

Statement Affirming Social Media Engagement:

Mt. San Antonio College encourages the use of social media by the campus community in support of its mission and goals. Social media can provide students, prospective students, employees, alumni, donors and other “followers” with timely and accurate information as well as 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.

Definitions

Social media includes websites that allow users to exchange ideas and network as well as create and share content.

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 account 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.

Requirements for Mt. SAC 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.

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 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, Family Educational Rights and Privacy Act [FERPA] and Health Insurance Portability and Accountability Act [HIPAA] as well as Mt. SAC policies and California Community College Athletic Association [CCCCAA] regulations).

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

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 appendices A, B, and C for a list of applicable guidelines for usage, policies and procedures.

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

Approved: