CP 1.18.1
Social Media Guidelines and Procedures

Related Board of Trustee Policy: BP 1.18

Responsible Official   *Vice President for Learning and Student Services*
Approvals   *06/08/17*
Revision

Procedure

Guidelines are provided in order to protect the College's reputation and image. The establishment of guidelines ensures information follows the same high standards as printed and web publications.

In an effort to maintain a positive environment for MTCC website visitors, MTCC reserves the right to remove or block posts, users, or any content from official college-sponsored pages.

MTCC expects users to comply with the social website's terms of service. Links to the terms of service are as follows:
- Facebook Statement of Rights and Responsibilities
- Instagram Terms of Service
- Twitter Terms of Service
- YouTube Terms of Service
- WordPress Terms of Service

Social Media Guidelines for Employees

MTCC employees are encouraged to use online social networking media to enhance instruction; inform students, alumni, faculty, and staff about college activities and developments; build online communities; and provide a way for students to stay informed about MTCC and share thoughts, ideas, and experiences through discussions, postings, photos, and videos.

When creating departmental or club/organization social media pages, authors/creators must keep them updated. MTCC's departmental or club/organization presence on social media sites are considered to be extensions of MTCC's official web and Facebook sites, and most guidelines that apply to MTCC's website will also apply to departmental or club/organization social networking sites.

Employees of the College must be mindful of blurring their personal and professional lives when administering social media sites. Employees' personal social networking accounts are outside the purview of these guidelines, constitute personal communication, and must remain personal in nature.
This helps ensure a distinction between sharing personal and College views. In addition, employees must never use their College-provided email account or password in conjunction with a personal social networking site.

Social Media Guidelines for Students

Online behavior that violates the college's Student Code of Conduct (pg. 71) or the Acceptable Use of Computer Resources, Internet, and Network Policy which is brought to the attention of the

Vice President of Learning and Student Services, will be treated as any other violation of the Student Code of Conduct.

The following types of content are prohibited from the MTCC social networking sites:

1. Derogatory language or demeaning statements about or threats to any third party;
2. Lewd, indecent, or incriminating images or information depicting hazing, sexual harassment, vandalism, stalking, underage drinking, illegal drug use, or any other inappropriate behavior or inappropriate language;
3. Content that violates local, state or federal law;
4. Online gambling;
5. Content that harasses any third party or personal attacks of any kind;
6. Selling goods or services for personal financial profit;
7. Comments or posts that are unrelated to MTCC;
8. Spam;
9. Infringement on copyrights or trademarks; and/or
10. Offensive comments that target or disparage any ethnic, racial, religious, or other group of people.

Questions or concerns about a post or comment, should be directed to the Director of External Relations. If a sanctioned student club or organization wishes to create a social media web page, the faculty advisor must follow the procedures outlined below under Social Media Guidelines for Employees.

Note:
Refer to Individual Program handbook for potentially more stringent policy and consequences.

Procedures
1. Any division, department or an approved college club/organization wishing to create a social media presence for the benefit of MTCC must make a request and contact the Director of External Relations to schedule a meeting with the Director of External Relations to ensure that these guidelines and procedures are understood.
2. An employee wishing to create an MTCC-affiliated blog must contact the Director of External Relations to schedule a meeting to discuss the content and purpose of the blog.
3. When a department or club/organization creates a Facebook page, the group's name will follow the format: "McDowell Technical Community College (name of department/club/organization/etc.)." An example would be "McDowell Technical Community College Networking Technologies Department." All groups are to be open so that all content is public.
4. Use of the MTCC **logo as a profile photo on Facebook is not recommended** since there is only one space for a large photo, and it could cause confusion for multiple groups to use the MTCC logo.
5. The departmental page must contain a link to the MTCC website at http://www.mcdowelltech.edu/ Link to the MTCC Facebook page if desired at https://www.facebook.com/mcdowelltech
6. Departmental social networking pages must list the Director of External Relations as a second administrator and provide administrator names, the URL, and his/her active account login and password(s). If an administrator leaves MTCC, that person must be removed as a page administrator and another person must be assigned to this role.

7. Club sites will be administered by the faculty or staff advisor, not student members or officers.
8. Administrators for college social networking pages must check their pages a minimum of once a day during the normal work week. It is recommended that pages be checked a minimum of two times a day, including weekdays and weekends. Updates should be made regularly.
9. All content on MTCC's social networking pages must adhere to the [Acceptable Use of Computer Resources, Internet, and Network Policy](#) and [Student Code of Conduct](#) pg. 71.
10. Administrators must remove any content from social networking pages that violates the social website's terms of service or college policies, including but not limited to harassing, threatening, or profane language aimed at creating a hostile or intimidating environment. If you are uncertain if content violates the social media guidelines listed above, please report it to the Director of External Relations.

All College-related communication through social media outlets must remain professional in nature and are subject to the College's Acceptable Use of Computer Resources, Internet, and Network Policy (1.18). Each update or post on the site must be accurate. If errors are made they must be promptly corrected.

- Administrators must block posts from group members who continually violate the social website policies or the social media guidelines and procedures.
- Material protected by copyright law shall not be used on MTCC's social networking pages.
- All social network pages must link to the MTCC Social Media Procedures and Guidelines at www.mcdowelltech.edu and list the following disclaimers:
  - The comments and postings on the MTCC social media pages do not necessarily reflect MTCC opinions, strategies, or policies.
  - MTCC accepts no responsibility or liability for any materials or content generated by users and publicly posted on this page or content on any website linked from this page.
  - Anyone who believes that this page includes inappropriate content should report it to the Director of External Relations. By posting content on this page, you represent, warrant, and agree that no content submitted, posted, transmitted, or shared by you will infringe upon the rights of any third party, including but not limited to copyright, trademark, privacy; or contain defamatory, discriminatory, or otherwise unlawful material. MTCC reserves the right to alter, delete or remove content without notice.
  - The content of this page is subject to copyright laws. Unless you own the rights to the content, you may not reproduce, adapt, or communicate content without the written permission of the copyright owner nor use the content for commercial purposes.
  - The content and postings of this page may be subject to the North Carolina Public Records Law and shall be disclosed to third parties when required by the statutes. (NCGS.Ch. 132)
  - Once a page has been created, the Director of External Relations must be notified. The page will be reviewed and the administrator is notified if the page is ready to be posted or if any changes need to be made before the page is posted.
  - All College-related communication through social media outlets must remain professional in nature and are subject to the College's Acceptable Use of Computer Resources, Internet, and Network Policy (1.18). Each update or post on the site must be accurate and errors should be corrected quickly.