

Chapter 3 - General Institution

AP 3700 Social Media

References:

Family Educational Rights and Privacy Act, 20 U.S.C. § 1232g; 34 CFR Part 99

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” means an electronic service or account, or electronic content, including, but not limited to, videos or still photographs, blogs, video blogs, podcasts, instant and text messages, email, online services or accounts, or internet web site profiles or locations.

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.

Publicly accessible Personal social media accounts are those accounts held by an individual and viewable by the general public but which are not authorized to officially represent Mt. SAC.

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 Social Media Associated With the College

The following requirements apply to social media usage by College employees and enrolled students on both institutional social media and instructor-moderated social media. These requirements also apply to publicly accessible personal social media when it is reasonable that a message could be construed as having come from a representative of the College.

College employees and students are responsible for the content they post to social media. The College will neither indemnify employees and students for anything they post on social media nor restrict speech on social media not associated with the College. However, all College policies and procedures apply to employee and student activities on social media

associated with the College, including standards of behavior and conduct. Violations of College policy or procedure taking place on social media associated with the College are generally subject to the same penalties as if the violation had occurred on campus.

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 procedures and California Community College Athletic Association [CCCCAA] regulations).

Student participation in instructor-moderated social media, publicly accessible personal social media, and institutional social media shall not require disclosure of personal information protected by the Family Educational Rights and Privacy Act.

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.

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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.
- **Present Relevant Content.** Editorial content and messaging should relate to Mt. SAC's mission, business, programs, and services. The content should be accurate, timely, and consistent with content posted on the College website. The content should be professional and appropriate for an institutional voice.
- **Support Open Discussion.** The expression of differing viewpoints in the context of a social media discussion is wholly appropriate. Great thought should be taken before deleting comments or censoring posts.
- **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.

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 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