

# METROPOLITAN COMMUNITY COLLEGE

## BOARD POLICY

### SOCIAL MEDIA

2.30020 BP

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Social media hosted internally by Metropolitan Community College (the college) is defined as various online technology tools designed to enable communication through social interaction, created using highly accessible and scalable publishing techniques via online platforms. Examples include, but are not limited to, LinkedIn, Twitter, Facebook, YouTube, and Instagram.

Employees are expected to follow the same policies and exhibit the same professional standards online as they are required to do in the work place.

#### I. Social Media Sites

- A. The posting of confidential or proprietary information about the college, students, employees or alumni is prohibited. Employees must adhere to the following including but not limited to: applicable state and federal requirements, copyright law, college computer usage policies, the Family Educational Rights and Privacy Act, and all applicable college privacy and confidentiality requirements.
- B. Use of the college name or log requires authorization of the marketing department. The college name or logo may not be used to promote any product, opinion, cause or political candidate. Representation of personal opinions as those of the college is prohibited.
- C. Obey the Terms of Use of any social media platform employed and the policies and policies of the college.

#### II. Official Media Sites

- A. If the site will be used to distribute information on behalf of the college, or one of its divisions, a content owner must be designated, and the site will be considered a college official page and subject to review, approval, and removal by a member of the communications/public relations department.
- B. For a group to be recognized by the college as an official social media account, the proposed content owner must seek approval from the communications/public relations department. A content owner must share all usernames and corresponding passwords connected to the social media outlet to allow full access to the communications/public relations department. If approved, the site will be listed on the college's social media directory page.
- C. It is the responsibility of the communications/public relations department to review

all social media inquiries. This office should also be used as a resource for the college community for any social media needs. The communications/public relations department will ensure that official sites comply with this policy.

### III. Content/Content Owners

- A. All social media sites officially recognized by the college must have a current college employee and an employee in a supervisory capacity as a content owner at all times. Should a content owner leave the college for any reason or no longer wish to be a content owner it is the responsibility of the division, department, or group sponsor to ensure designation and/or replacement of a content owner. The communications/public relations department should be notified when a new content owner is designated.
- B. College employees identified as content owners are held responsible for managing and monitoring content of their officially recognized accounts. Content owners are responsible to remove any content that may violate the college's policies or procedures
- C. Students are permitted to have content owner access to social media accounts and tools when appropriate; however, the primary content owner must be an MCC employee.
- D. The college has the right to remove any content for any 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.
- E. The college has the right to disable social media accounts that are not being actively updated.

Reference: Computer and Computer Technology Usage 2.25050 BP

Adopted: Board of Trustees  
October 16, 2013

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