MCC Social Media Guidelines

Mott Community College (MCC or the College) recognizes the value of social media applications and supports their use. However, use of social media also presents certain risks and carries with it certain responsibilities. Because social media blurs the line between personal voice and institutional voice, MCC has crafted guidelines to help clarify how best to enhance and protect personal and professional reputations when participating in social media to ensure the College’s best interests are represented.

MCC faculty, staff and students engaging in social media are expected to act with honesty, integrity, and respect for the rights, privileges, privacy, sensibilities, and property of others. By doing so, individuals are expected to adhere to and abide by all applicable laws as well as College policies and rules.

MCC Official/Professional Use
MCC employees and students authorized by their Dean or Department Supervisor may use social media to post on behalf of the College, including but not limited to: a social network profile or departmental and student organization pages. Officially recognized MCC social media accounts developed to represent the college will be listed in an online directory by the Office of Marketing and Public Information.

Social media sites affiliated with MCC must have a minimum of two employees as administrators on the site. This may include two members of the same department or one member of a department and a member of the Marketing and Communications staff.

MCC encourages freedom of expression and recognizes the value of diverse opinions. However, MCC has the right to monitor social networking sites and may perform activities necessary to ensure the integrity, functionality and security of the College’s electronic resources. Page administrators have a responsibility to remove comments, images, or other material deemed inflammatory, vulgar, or otherwise inappropriate, especially when they appear to threaten the welfare or safety of the poster or others.

Personal Use
Consistent with MCC’s Administrative Policy on Acceptable Use for Computers, Computer Networks and Communication System Network (the Network), personal use of College electronic resources to access social networking sites is to be limited to incidental use. Incidental use of the Network is permitted as long as it does not interfere with the employee’s job duties, the job duties of others or the performance of the system.

Guidelines
MCC faculty, staff and students developing and/or managing a social media site are encouraged to contact Marketing and Public Information for tips on best practices for successful media. Whether professionally or for incidental use, if you use social networking Web sites, please read the following guidelines carefully:
1. **Be respectful:** always be fair and courteous to coworkers, students or other individuals who are associated with MCC. Avoid posting information or statements that reasonably could be viewed as malicious, threatening, obscene, intimidating, harassing, or disparaging to others. Also, be respectful of copyright and trademark laws, including logos.

2. **Be honest and accurate:** Make sure you are always honest and accurate when posting information or news, and if you make a mistake, correct it quickly. Remember that the Internet archives almost everything; therefore, even deleted postings can be searched. Never post any information or rumors that you know to be false about MCC, faculty, staff or students or other individuals working on behalf of MCC. Check information with its source before posting.

3. **Be transparent:** If you participate in or maintain a social media site on behalf of MCC, clearly state your role and goals. People may view what you post as coming from MCC and what you say directly reflects on MCC. If you are posting on a personal social media site, it is expected you make clear that the opinions expressed are not those of MCC. An example of a disclaimer statement is as follows:

   The contents, including all opinions and views expressed here are entirely personal and do not necessarily represent the opinion or views of anyone else, including other employees in my department or at MCC. My department and MCC have not approved and are not responsible for the material contained in this profile.

4. **Be responsible:** What you write is ultimately your responsibility, even while not on campus or involved in a campus activity.

5. **Maintain Confidentiality:** Do not post confidential or proprietary information about MCC, its students, alumni, faculty, staff or other individuals associated with the college. Use good ethical judgment and follow MCC policies as well as state and federal laws, such as the Health Insurance Portability and Accountability Act (HIPAA) of 1996 and the Family Educational Rights and Privacy Act (FERPA).

**Investigations**

In response to concerns or complaints or information provided by individuals, MCC may look at social networking sites and take appropriate action to stop and prevent recurrence of inappropriate or threatening behavior.

*Policy Effective Date: February 17, 2015*