



Category
USE OF SOCIAL MEDIA – 1:08:00:03
Approval
Corresponding Policies: TBR Guideline G-054 ; MSCC Policy 1:08:00:00
Leadership Council Approved: April 13, 2018
Effective Date/Approved: April 13, 2018
Revised: N/A
Responsible Party: Vice President for Marketing & Campus Activities

I. PURPOSE

The purpose of the Use of Social Media policy is to provide guidance to ensure that social media tools are used properly, to address potential risks, and to ensure consistency for all social media sites associated with Motlow State Community College.

II. DEFINITIONS

Social media – includes, but is not limited to: Facebook, Twitter, YouTube, Flickr, LinkedIn, Instagram and related systems.

III. POLICY

A. Social Media Accounts

1. All official social media accounts representing Motlow State Community College, its units/departments/functions must be established and maintained by the Motlow State Community College Webmaster or approved designees.
 - a. Access to and passwords for the accounts are limited to designated Marketing & Campus Activities staff members and others only as authorized by the President and/or Vice President for Marketing & Campus Activities and the respective Vice President for the unit.
 - b. Any accounts created to imply representation of Motlow State Community College must be approved and authorized by the Vice President for Marketing & Campus Activities and the respective Vice President for the unit.
 - i. Password access to management of the social media account must be provided to the Vice President for Marketing & Campus Activities, even if responsibility for the account resides elsewhere.
 - c. Content created for and distributed through Motlow State Community College social media accounts is the sole property of the college and not the employee managing the account. All followers, friends and connections associated with the account belong to the college.
 - i. Motlow social media account managers must relinquish all rights and access to the accounts upon termination of their employment for any reason.
 - d. Employees may not use the Motlow seal/logo, or speak on behalf of the institution on any unauthorized or personal postings.