

Social Media Policy

The Mineral Area College policy on social media (including, but not limited to, Facebook, Instagram, YouTube, Snapchat, LinkedIn, Pinterest, Reddit and Twitter) governs the Mineral Area College use of online social utilities which allow individuals or groups of individuals to create a place for people to gather online and share information, photos, news, and events. Mineral Area College pages on social media sites are intended to provide the college community with a venue to share thoughts, ideas, and experiences through discussions, postings, photos, and videos. The primary mission is to inform, engage, recruit and retain Mineral Area College's stakeholders in a way that promotes education, networking, productivity, civic progress, civility and goodwill.

Policy:

1. At times, it may be appropriate for a program to have a unique social media presence, separate but related to the larger Mineral Area College presence. To streamline the process of account creation, a Social Media Request form must be completed by an authorized, full-time employee to represent MAC using work time and resources. The Office of College Communications has been designated to determine when a social media presence should be part of MAC's main social media presence, and when a separate and unique account should be established. The Communications Director approves accounts and will help as needed with implementation and compliance. If a preference is expressed for inclusion in the larger MAC social media presence, the Communications Director can be contacted for more options and means of amplifying outreach and messages.
2. The Communications Director, Designee and/or Social Media Page Creator(s) will follow all Mineral Area College policies which are listed in the Mineral Area College Board Policy Manual.
3. Supervision of all affiliated pages is the responsibility of the Social Media Page Creator (hereinafter "Page Creator(s)"). He/she will periodically review page(s) to ensure Mineral Area College policies are being followed.
4. The Mineral Area College logo must be used on all profile graphic(s). No portion of the logo (as provided by the Office of College Communications) may be altered; colors and fonts must remain as in the original file sent from the Communications Director or Designee. Logo usage should follow the Mineral Area College Graphic Standards policy.
5. In case of an emergency or employee separation, the Page Creator(s) must add the Communications Director or Designee as an Administrator to their page(s).
6. Page Creator(s) must use their Mineral Area College e-mail address.
7. The Communications Director or Designee will notify the Page Creator(s) of any material(s) or photo(s) that are inappropriate. If Page Creator fails to respond to the request, the Communications Director or Designee reserves the right to remove any material(s), photo(s) and/or video(s) that misrepresent Mineral Area College, cause disruption and/or detract from the College's image or programming.

8. Because the technology that drives Web communication changes rapidly, this policy may be adjusted at any time to reflect issues that may arise in the management and implementation of the page(s) or for any other reason that supports the college's or Mineral Area College's priorities.
9. Certain departments may need to adhere to additional policies specific to their operations, their curriculum, and/or their program. It is the responsibility of those departments to know and to follow any additional social media policies required by entities outside of MAC.
10. Accounts that consistently fail to meet best practices are subject to review by the Communications Director, who will work with supervisors to determine appropriate next steps and options, which may include dismantling or reassigning oversight of the social media presence.

MAC Social Media Guidelines:

1. If an employee has questions about whether a topic is appropriate or inappropriate, the Page Creator(s) will consult the Communications Director or Designee.
2. References to Mineral Area College information should always cite the college website as providing the most accurate and updated information.
3. All subsidiary Mineral Area College social media pages should be linked to the College's main social media page.
4. It is acceptable to add a student to Mineral Area College's sponsored pages.

Personal Site Guidelines:

1. The use of any Mineral Area College trademarked images on a personal site is prohibited.
2. It is Mineral Area College's position to encourage faculty and staff to exercise caution in knowingly becoming "Friends" on a social networking site sponsored by a student or when inviting students as "Friends" on a Mineral Area College employee's personal/private social networking site.