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Board Policy or Policies: 2.6, 3.4, 8.2	Adopted by: Carrie Besnette Hauser, President	
	Date of Last Revision: 20 September 2016	

Applicable College Policies

College Policy 2.6 generally authorizes the President to implement policies, procedures and other directives. College Policy 8.2 further provides that the President shall take reasonable measures to protect College assets. College Policy 3.4 states that faculty and staff providing any comments to any form of media must indicate that their comment, opinion, or analysis is their personal/professional opinion and does not necessarily represent College policy or position.

These procedures are implemented in furtherance of the College policies described above, as well as to protect the College’s intellectual property rights, reputation and image.

Scope

“Social media” is a term used to describe tools and platforms that enable individuals to share ideas and content quickly and easily using Internet and web-based technologies. Examples of popular social media include, without limitation, texting, blogs, podcasts and proprietary platforms such as Twitter, Facebook, My Space and You Tube. The College has a presence in these areas to broadcast information and interact with the College community and the public. In order to operate within these mediums effectively while protecting its brand and reputation, and to further the College’s best interests in the public domain, CMC has developed these social media procedures relating to any and all social media interactions on behalf of the institution.

These procedures apply to social media accounts created to represent CMC or any of its departments, campuses, programs, employee or official student groups, or activities. These procedures will supersede any existing practices or procedures relating to the use of College social media.

Use of social media at or concerning CMC is governed by the same laws, policies, rules of conduct and etiquette that apply to all other activities at or concerning CMC. Only those individuals officially designated by CMC have the authorization to speak on behalf of the College. All social media actions may trigger a violation of this policy or other College policies or procedures.

Those with access to post to or administering a CMC social media page agree to do so in support the College’s overall social media goals, as defined by the Marketing Department.

Approval for College Officially Recognized Social Media Accounts

- Eligible groups that may establish a social media account on behalf of the College include all staff or faculty, and may include students provided that the account administrator is a member of the College’s faculty or staff.

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- For a group to be recognized by the College as an official social media account, the group administrators must seek approval from the Marketing Department and the Campus head or Department vice president that will review all College social media proposals. Such request shall include a purpose of the site, the proposed profile image/avatar and a reasonable plan for managing its content. The request also will acknowledge receipt of these procedures and agree to comply with all requirements.
- Approval of any proposed official social media account requires demonstration that the content will promote the College and its mission.
- The Marketing Department should also be used as a resource for the College community for any social media needs. The Director of Marketing and Communications will make the final decision in any situation regarding the use of social media and may require that the media site include terms of use, privacy policy disclosures and disclaimers by the College.

Account Administrators

- All College Officially Recognized Social Media Accounts must have a CMC faculty or staff member as an administrator at all times.
- Top-level administrative account access will also be established for a member of the CMC Marketing Department.
- CMC employees identified as administrators of accounts are held responsible for managing and monitoring content of their officially recognized accounts. Administrators are responsible for removing content that may violate the College’s policies and procedures.
- The College may remove social media sites if the administrator is no longer employed by the College or if the site remains unused for six months or longer.

Social Media Use

- If a CMC organization, department, group, program, or sports team creates a Facebook or other social media account, it will be listed on the official CMC account under “favorite pages.” Doing this creates a link from the College page to the respective organization’s page.

Content

- Use good judgment about content and respect privacy laws. Do not include confidential information about the College, its employees, or its students.

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- It is prohibited to post any content that is discriminatory, threatening, obscene, disparaging, defamatory, a violation of intellectual property rights or privacy laws, or otherwise injurious or illegal.
- Intellectual property such as logos, trademarks, and instructional materials of CMC may not be used without written authorization from the Director of Marketing.
- Representation of one’s personal opinions as being endorsed by the College or any of its organizations is strictly prohibited. The CMC name or logo may not be used to promote any opinion, product, cause, or political candidate or for commercial use.
- By posting content to any social media site, authorized groups agree to respect the intellectual property rights of others and agree not to knowingly infringe on such rights or provide misleading or false information.
- CMC 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.
- When using or posting online material that includes direct or paraphrased quotes, thoughts, ideas, photos, or videos, always include citations. Provide a link to the original material if applicable.
- Refrain from using information and conducting activities that may violate local, state, or federal laws, and regulations.
- Never expect that content will remain private or that dissemination will necessarily be limited to the intended audience, even if accessing a private account.
- Administrators will be responsible for monitoring content posted by users, deleting posts that violate College policy or are illegal, acquiring mandatory training on topics identified by the College, and consulting with the Marketing Director on a timely basis if there are any questions about the propriety of user posts.

Posting to Social Media Sites Not Administered by CMC

CMC is aware that members of the CMC community may wish to express their personal ideas and opinions through private social media that is not administered by the College. CMC reserves the right, under appropriate circumstances and subject to applicable laws and regulations, to impose disciplinary measures, up to and including dismissal from the College or termination of employment, upon students, faculty, or staff who use private social media sites or communications in violation of law or any College policy or procedure.

All personal social media accounts should avoid creating confusion over whether or not the account is associated with CMC. If an affiliation is made to CMC online, it should be clear that the views expressed are not those of the College and the posting author is not acting in any capacity as a representative of CMC.