

## Social Media Policy

**INTRODUCTION** | MPSEOC is committed to communicating in a manner that effectively relays timely and accurate information to its intended audiences while protecting its brands and brand reputation. This is done by providing requirements and processes to help ensure the development and distribution of timely, clear, consistent and accessible communications, regardless of audience or communications vehicle. Social media is influencing the way members choose to engage and collaborate with one another, their customers and others.

MPSEOC | Montana Colleges provides direction, policy, and oversight of the organization's official presence on public media and third-party social networking services and tools.

The MPSEOC | Montana Colleges *Social Media Policy* outlines the organization's internal policies for using social media. MPSEOC Staff will update this guide as policies and procedures change and new media tools are put into use.

**PURPOSE AND SCOPE** | The purpose of this Standard is to set forth the requirements for all members/members who choose to participate in any social media activity. This Standard applies to all MPSEOC members/members.

**DEFINITIONS** | Social Media All means of communicating or distributing information or content of any sort on the Internet including without limitation mobile and web-based applications, whether or not associated or affiliated with MPSEOC.

**REQUIREMENTS** | The same requirements and guidelines found in other MPSEOC policies, standards, guidelines, Mission and Values also apply to members' activities in social media. Ultimately, members are solely responsible for what they communicate in social media. Before creating and distributing information or content, members should always consider the risks, as well as rewards, involved.

Any conduct that adversely affects a member's job performance or the performance of other members, or otherwise adversely affects other members, counselors, students, parents, partners, people who work on behalf of MPSEOC, or MPSEOC legitimate business interests, may be subject to corrective action by the MPSEOC Board.

### GUIDEING PRINCIPLES

*MPSEOC manages social media services in accordance with the following policies.* Only authorized personnel may represent MPSEOC on Montana Colleges social media accounts.

Definition Authorized personnel: An employee of MPSEOC | Montana Colleges

- Language used on Montana Colleges social media accounts must remain neutral to all statewide institutions and programs, and impartial to religious, political, demographic-sensitive topics. See "Guides for Impartiality" section of *Campus Update Submission Guidelines* for more details.
- MPSEOC will be monitoring this process and has the right to remove or delete without any notice any post that does not align with this policy.

- Any agency or bureau related information that is not considered public information must not be discussed. The discussion of sensitive, proprietary, or classified information is strictly prohibited. This rule applies even in circumstances where password or other privacy controls are implemented. Failure to comply may result in fines and/or disciplinary action.
- If campuses do not submit, MPSEOC employees will research and post an update found on the institution website or social media pages.

## POSTING PRINCIPLES

Campuses may choose their promotions. See *Campus Update Submission Guidelines*, a policy document given to MPSEOC Institution Representatives, for guidelines to create and submit social media posts with neutral language.

- All posts are at the liability and responsibility of the institution posting. MPSEOC is not responsible for your individual posts. Each post will be of sole responsibility and ownership of the member posting. MPSEOC is offering only the channel to share information and is not responsible for the content being shared by each member.
- All posts must be accurate, true, and correct. Make sure all your statements are fact.
- Submissions may share achievements as an institution, but please avoid the following:
  - Competitive, absolute, or comparative terminology.
  - Definition Comparative Terminology | 'Best program', 'only program in the [state, country,...]', 'the only school that', other comparative terminology
  - Articles which share the opinion of a public figure, especially of a political nature (governor, president of any organization, mayor, etc.), must not be shared under the representation of Montana Colleges.
- Credit must be given to photo and information sources.
- Members must not use MPSEOC logos, trademarks or visual identity to communicate on behalf of the company with customers in social media without MPSEOC permission.
- Members must always be fair and courteous to fellow members, customers, vendors, partners, or others who work on behalf of MPSEOC.
- Our social media channels are not to be used for complaints or concerns. Members should keep in mind that they are more likely to resolve work-related complaints by speaking directly with other members instead of by distributing complaints using social media.
- Avoid using statements, photographs, video or audio that reasonably could be viewed as malicious, obscene, threatening or intimidating; that disparage members, customers, vendors, or suppliers; or that might constitute harassment or bullying.
- Inappropriate content includes discriminatory remarks, harassment or threats of violence or similar inappropriate or unlawful conduct. Further examples include offensive content meant to intentionally harm someone's reputation or that could contribute to a hostile work environment on the basis of race, sex, sexual orientation, disability, religion or any other status protected by law or company policy.
- Members must make sure they are always honest and accurate when distributing information or news about MPSEOC products and services.
- Members must never distribute information or rumors they know to be false about MPSEOC, members, customers, suppliers, vendors, or other people working on behalf of MPSEOC. o Members must quickly correct any mistakes they make and be open about any previous posts they have altered.
- Members must not make false or misleading claims about MPSEOC products and services nor about your own institution's products or services.
- Members should remember that almost everything distributed on the Internet is archived. Therefore, even deleted or altered information may be searched.

- Members must not distribute internal reports, policies, procedures or other internal business-related, confidential communications.
- Members must maintain the confidentiality of MPSEOC by keeping our internal works private and confidential information is to be shared on our social media channels.
- Members must express only their personal opinions and never represent themselves as a spokesperson for MPSEOC in social media. o If MPSEOC products and services are a subject of the content members are discussing or distributing in social media, they must be clear and open about the fact that they are members and that their views do not represent those of MPSEOC, fellow members, customers, vendors, suppliers or people working on behalf of MPSEOC.
- It is best to include a disclaimer such as “The postings on this site are my own and do not necessarily reflect the views of MPSEOC.”
- MPSEOC electronic communications systems, including the internet, are intended for business use only. MPSEOC recognizes the occasional need for personal use of certain resources, therefore some personal usage is permitted at the discretion of management.
- Members must not use MPSEOC email addresses to register social media accounts intended for personal use.
- Media Contacts - Members should not speak to the media on behalf of MPSEOC without contacting the Executive Director or Board of Directors.
- All media inquiries must be referred to the MPSEOC Executive Director and/or Board of Directors.

## SOCIAL MEDIA COMMENTS & INTERACTION

MPSEOC | Montana Colleges will allow all comments on public social media pages and will not alter or edit them in any way, except under certain instances noted below. Authorized MPSEOC | Montana College employees maintaining public social media pages should frequently monitor pages and delete comments pursuant to the disclaimer below:

*We welcome your comments and hope that our conversations here will be useful, informative, and courteous. You are fully responsible for the content of your comments. We do not discriminate against any view, but we reserve the right to delete any of the following: violent, obscene, profane, hateful, or racist comments that threaten or defame any person or organization; solicitations, advertisements, or endorsement of any financial, commercial, or nongovernmental agency; comments that suggest or encourage illegal activity; multiple, successive off-topic posts by a single user; repetitive posts copied and pasted by multiple users.*

MPSEOC | Montana Colleges reserves the right to monitor all public posts by visitors to page before it is published (Facebook Settings > General > Visitor Posts > Review posts before they are published > ON).

*\*If your institution abides by Federal standards, please review federal social media policy updates @ <https://www.doi.gov/notices/Social-Media-Policy>*

*\*Updated by the Board on February 24, 2017*