

Chapter 3 - General Institution

BP 3700 Social Media

References: Education Code Sections 99120-99121

Statement of Social Media Engagement

Mt. San Antonio College encourages the use of social media by the campus community in support of its mission, goals, and its overall communication objective to provide students, employees, and “followers” with timely information and to foster interactive communication and engagement. Mt. SAC’s Social Media Policy applies to employees, departments, and campus/student organizations that represent the College.

Social Media Defined

“Social media” means an electronic service or account, or electronic content, including, but not limited to, videos or still photographs, blogs, video blogs, podcasts, instant and text messages, email, online services or accounts, or internet web site profiles or locations.

Framework for Social Media Engagement

- Usage of Mt. SAC’s social media platforms by employees, departments, and campus/student organizations must adhere to the proprietary “code of conduct” and “terms/conditions of use” specified by the host media and must comply with Mt. SAC’s Board Policy and Administrative Procedures relative to social media.
- Content and messaging on behalf of the institution must relate directly to Mt. SAC’s mission, business, programs, and services.

The College President/CEO is charged with carrying out the guidelines, protocols and rules of engagement as expressed in the companion social media Administrative Procedure 3700.

Approved: November 8, 2017