

Merced Community College District

Social Media Website Development Guidelines and Checklist

Merced College encourages the development and management of social media sites for college departments, programs, services, student clubs, etc. The policy governing the District's electronic and digital communications is BP 3720—Acceptable Use and Social Media Policy. Administrative Procedure 3720 provides guidelines for establishing social media sites that represent Merced College.

The following section is from AP 3720. Please review this section carefully before creating your social media site. After you have read BP/AP 3720, you may proceed to create your social media site, provided you have filled out the accompanying checklist.

6. SOCIAL MEDIA

The official Merced College social media presence will be created under the direction of the Public Information Officer (PIO) and the Office of Institutional Advancement.

All other areas and organizations at Merced College are permitted and encouraged to create social media sites given the following parameters:

- Each area/organization must register with the PIO.
- Only registered accounts/sites may use the Merced College Logo and other copyrighted symbols and information.
- All sites must link back to the official Merced College site in the specific platform used.
- The Merced College logo must be inset in the profile space and a Merced College email address and the college's main website address must be included.
- The following disclaimer about content must be on each area/organization social media site: "The views and opinions expressed here are not necessarily those of Merced College."

Users are responsible for backup of their own data.

The Merced College Social Media Policy only applies to social media accounts created to represent Merced College groups, departments, programs, etc. and does not apply to private individual accounts.

7. INDIVIDUAL PRESENCE ON SOCIAL MEDIA SITES

To be an approved presence on social media sites that represent Merced College, faculty must register with the PIO. The following guidelines also apply:

- To register a page, the user will provide the name of the responsible party of the site, the web address/URL, contact email address, and contact information of any other administrators of the site.
- Only registered sites may use the MC logo.
- Sites are required to link to the official MC website.

Recognized accounts should include:

- The MC logo inset on profile picture, or
- Reference to a MC college email address and a web page (home or department).
- Disclaimer statement: “The views and opinions expressed here are not necessarily those of Merced College.”

Users must adhere to the applicable social media’s terms of use. It is the user’s responsibility to stay current with site policies. Note that all laws and college policies apply. However, this does not affect personal accounts.

Social Media Website Checklist

As you develop your social media website, please complete this form and send it to the Public Information Office, Box #3. Complete additional forms for each additional social media website that you create.

☐ What is the URL for your social media site?

☐ Who is the primary administrator of the social media site?

☐ What is the administrator's contact email address?

☐ Does your site include the Merced College logo? Yes _____ No _____

☐ Is the logo inset on the profile page? Yes _____ No _____

☐ Does the site provide a link to the Merced College website? Yes _____ No _____

☐ Does your social media site contain the following disclaimer: "The views and opinions expressed here are not necessarily those of Merced College."? Yes _____ No _____

The Public Information Officer will review your social media site to determine if these conditions have been met. If issues arise, or if problems exist, the PIO will consult with you to have them corrected. Barring any problems with regard to the guidelines expressed in AP 3720, you may proceed to manage your social media site.