



SOCIAL MEDIA POLICY

PERSONNEL | 300.317

Last Evaluation

02/04/2026

Executive Staff Approval

05/11/2026

Board Approval

05/20/2026

1. Policy Purpose

Mountainland Technical College (MTECH) recognizes that social media is a powerful communication tool that supports engagement, learning, transparency, and community connection. Social media platforms play an important role in promoting college services, programs, events, initiatives, achievements, and opportunities to the MTECH community.

The purpose of this policy is to establish clear expectations for the appropriate use of social media by students and employees, to protect free speech, and to safeguard the college's reputation, operations, and mission.

2. Definitions

Social Media - A digital platform that allows users to create, share, or interact with content and other users. This includes, but is not limited to, platforms such as:

- Facebook
- Instagram
- X
- LinkedIn
- Youtube
- TikTok
- Snapchat

- Threads
- Blogs / Forums

Post – Any content published or shared on a social media platform, including text, images, video, audio, or links.

Account - A registered profile or page on a social media platform, whether personal, professional, or college-owned.

College-Owned Social Media Account - Any social media account created, managed, or maintained on behalf of MTECH, a campus, department, program, or initiative.

3. References

4. Policy

4.1 Students and Social Media

4.1.1 MTECH supports students' rights to free speech and expression, including the use of social media. Students may engage in lawful expression on social media platforms without college interference, provided such activity does not:

- 4.1.1.1 Disrupt college operations or the learning environment;
- 4.1.1.2 Infringe upon the rights or safety of others while at the college; or
- 4.1.1.3 Violate existing college policies, including 600.616, the Student Code of Conduct, and 600.620, the Student Computer and Internet Acceptable Use Policy.

4.2 Employees and Social Media

4.2.1 MTECH respects employees' right to free speech and personal expression on social media as private individuals. Employees may engage in social media activity, provided that the activity does not:

- 4.2.1.1 Interfere with job performance or professional responsibilities;
- 4.2.1.2 Does not create the appearance that the employee is speaking on behalf of MTECH; and
- 4.2.1.3 Does not conflict with the college's mission, operations, or professional working relationships.

4.3 College-Owned Social Media Accounts

- 4.3.1 Approval and Oversight
 - 4.3.1.1 All college-owned or college-affiliated social media accounts must be approved and set up by the Communications Director. Departments should evaluate whether existing college platforms can meet their needs before requesting new accounts.
- 4.3.2 Account Standards and Identification
 - 4.3.2.1.1 College-owned social media accounts must:
 - 4.3.2.1.1.1 Clearly identify their affiliation with MTECH;
 - 4.3.2.1.1.2 Follow the branding, accessibility, and content standards established by the Communications Department.
- 4.3.3 Representation of the College
 - 4.3.3.1.1 Employees authorized to post on college-owned accounts are responsible for ensuring content is accurate, professional, and aligned with the college's messaging and branding.
- 4.3.4 Ownership and Access
 - 4.3.4.1.1 All college-owned social media accounts, content, and login credentials are the property of MTECH. Access may be modified or revoked at any time, and accounts must be surrendered upon role changes or separation from employment.

5. Evaluation History

Last Evaluation	Executive Staff Approval	Board Approval
8/28/2017	8/28/2017	10/16/2013
		10/11/2017
02/04/2026	05/11/2026	05/20/2026