



SOCIAL MEDIA PROCEDURE

PERSONNEL | 300.317A

Last Evaluation

02/04/2026

Executive Staff Approval

05/11/2026

Employee Evaluation

1. Procedure 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 procedure 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. Procedure

- 4.1 Departmental Need Identified
 - 4.1.1 The requesting department determines that a new social media account is necessary to support department-specific outreach or engagement goals.
- 4.2 Director Approval
 - 4.2.1 The requesting department must obtain approval from its director prior to submitting a request.
- 4.3 Associate Vice President Approval
 - 4.3.1 The requesting department must obtain approval from its Associate Vice President (AVP) prior to submitting a request.
- 4.4 Request Submission to the Communications Department
 - 4.4.1 Upon the director's and AVP's approval, the department emails a request to the Communications Director outlining the account's purpose and intended use.
- 4.5 Communications Department Review
 - 4.5.1 The Communications Department reviews the request to ensure alignment with college strategy, branding, accessibility requirements, and available resources.
- 4.6 Request Determination
 - 4.6.1 If the request is approved, the department may proceed to the setup phase (setup instructions explained in section 4.7)
 - 4.6.2 If the request is denied, the account may not be created or maintained.
 - 4.6.3 If a college-owned or college-represented social media account is created without approval of the Communications Department, it should be deleted immediately.

- 4.7 Account Setup and Launch
 - 4.7.1 Approved departments will work collaboratively with the Communications Department to establish the account, set account permissions, define naming and branding, and provide initial content guidance.

5. Evaluation History

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