



MPSEOC | MONTANA COLLEGES

SOCIAL MEDIA POLICY

MPSEOC | Montana Colleges employees and/or contracted help provide 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 will update this guide as policies and procedures change and new media tools are put into use.

At this time, the following social media tools in use are:

1. Facebook (Friend page) | www.facebook.com/montanacolleges
2. Facebook (Fan page) | www.facebook.com/montanacollegesmpseoc
3. Instagram | @montanacolleges
4. X/Twitter | @montanacolleges

Guidelines for Neutrality

As a 501(c)3, any posting from Montana Colleges must remain unbiased, neutral, and impartial to all colleges, as well as any political, and/or religious affiliation (etc.).

As per our *Social Media Policy*, postings must contain impartiality and neutrality of language, and must avoid the following:

- Competitive, absolute, or comparative terminology (though submissions may share achievements as an institution).
 - Definition Comparative Terminology | 'Best program', 'only program in the [state, country,...]', 'the only school that', other comparative terminology
- Religious, political, or demographic-sensitive topics.
- 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.
- Facebook tags of an outside organization (i.e. A post mentioning a donor organization - you may include a thank you, but please keep the focus on the college/institution and refrain from 'tagging' said organization in your post).
- Before being released on social media, MPSEOC | Montana Colleges employees are expected to ensure impartiality and neutrality of language.
- Credit must be given to all photo and information sources (see past postings for examples of citing).
- When you are representing MPSEOC | Montana Colleges, MPSEOC is responsible for the content you publish on social networking Web sites or other forms of social media. Assume that any content you post may be considered in the public domain will be available for a long period of time, and can be published or discussed in the media -- likely beyond your or MPSEOC's influence.



Guiding Principles

MPSEOC manages social media services in accordance with the following policies:

- **Posting Procedure** |
 - **Who** | Only authorized personnel may represent MPSEOC on Montana Colleges social media accounts. Definition Authorized personnel: An employee or contracted personnel of MPSEOC | Montana Colleges
 - **When** | MPSEOC will post equally for each campus and in alphabetical order for most cases. However, for special events, MPSEOC may adjust postings to match events. MPSEOC will ensure that all campuses will have equal posting. Specific event photos and posting are not considered the campus's post but an overall promotion of MPSEOC and Montana Colleges.
 - **Content** |
 - MPSEOC will pull information from the MontanaColleges.com campus profiles, each campuses current social media channels, and/or the Montana Colleges event calendar. MPSEOC may use any information in your online profile or event calendar, so please check for typos, errors, etc. MPSEOC will pay close attention to your "Featured Departments" section in your profile, so please make sure this is regularly updated, so we know which programs to highlight for you.
 - The member campuses are responsible for keeping their www.MontanaColleges.com/profile and calendar events updated for us to use. Campus online profiles are accessible 24/7, anytime throughout the year. MPSEOC recommends checking their campus profile each month and make any changes to stay current with these social media posts. Please contact us if you have questions or need help updating your profile.
 - MPSEOC may also utilize the campuses existing social media channels and content for posting.
 - MPSEOC will give credit for all posts, pictures, etc. if they are shared from the campuses social media.
 - **Post Removal** | If a campus requests a post to be removed, MPSEOC will take that post down at its earliest convenience but will not remake a post for that campus for that round.
 - **Questions** | All questions and/or concerns about the social media process may be directly sent to the Executive Director. Thank you!
- **Neutral Language** | 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 Neutrality" section for more details
- **Sensitive Information** | 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.



Comments and 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**).

<https://www.doi.gov/notices/Social-Media-Policy>