

Procedure Title: Social Media Accounts
Procedure Number: 02-2023-0001
Board Policy Reference: IV.A. General Executive Direction
NWCCU Standard:

Accountable Administrator: Director of Marketing & Communications
Position responsible for updating: Director of Marketing & Communications
Original Date: 03-08-2023
Date Approved by College Planning Council:
Authorizing Signature: *Original signature on file*
Date Posted on Web: 03-08-23
Revised: **Reviewed:**

Purpose/Principle/Definitions:

All social media accounts that represent Blue Mountain Community College or clubs, departments, and programs affiliated with Blue Mountain Community College must have accurate login information shared with the IT Department and Marketing Department. Anytime a password is changed, that must be recorded with the IT and Marketing Departments immediately.

Subgroup accounts, such as clubs, departments, and programs cannot solely use the Blue Mountain Community College Logo or Timberwolf Logo as the accounts profile picture.

Any account that is affiliated with Blue Mountain Community College that is not active must be deleted. Active accounts are defined as monitored minimum once per month with public posts minimum once every three months.

New accounts that are an affiliate of Blue Mountain Community College must be approved by the Marketing and IT departments before publication.

Guideline:

Social media is an effective way to reach large audiences and groups of stakeholders for Blue Mountain Community College and is an official representation of the institution with the purpose of public information, promotions, recruitment, and announcements.