

The use of the college name, trademarks, logos, communication tools, and visual design approach in social media settings must follow the guidelines set forth below.

The Public Information Office creates and manages the official MiraCosta Community College District social media sites. Comments, posts, or photos that are off-color, display inappropriate tone or language, or contain personal attacks will be removed at the discretion of the director of public and governmental relations, marketing and communications or their designee.

Institutional-Affiliated Social Media Sites

Divisions, colleges, or departments launching social media profiles or developing mobile applications must notify the Public Information Office in advance of the deployment of any new social media profile or mobile application. The Public Information Office maintains an inventory of all college-related social media profiles and mobile applications.

Users must adhere to the MiraCosta College graphic standards as outlined in the branding guide, available at www.miracosta.edu/branding, when designing profile or background graphics.

The MiraCosta College logo is only to be used as a profile photo on the official MiraCosta College social media sites. The MiraCosta College seal may not be used on social media sites.

The Spartan logo is specifically reserved for media directly related to the MiraCosta College athletics program and for purposes related to the college's internal audience.

College departmental sites do not represent MiraCosta College as a whole, but do reflect on the college. Departmental sites must be professional and must adhere to state and federal laws and regulations related to the security and privacy of information (e.g. FERPA and HIPAA), as well as to college privacy policies. Confidential information must not be posted.

A minimum of two MiraCosta College permanent employees must serve as the site administrators and students may not serve as administrators. On departmental sites, contact information for the profile/page administrator must be posted.

MiraCosta Community College District

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Effective Date: 4/16/14, 6/8/17
References: Education Code §§72000(b), 66281.5
Elections Code §18304
Government Code §12950.1
Title 5 §§59320, 59324, 59326, 59328, and 59300 et seq.
34 Code of Federal Regulations §106.8(b)
Steering: S/P / N/A

MiraCosta College departments, divisions, and programs are not permitted to partner with or sponsor external social media profiles, mobile applications, and/or websites unless preapproved by the director of public and governmental relations, marketing and communications or their designee.

Non-Institutional and Personal Social Media Sites

When discussing matters related to MiraCosta College on a non-institutional or personal social media site, the college encourages utilizing the following disclaimer:

The views expressed on this _____ (blog, Facebook page, etc.) are mine alone and are not endorsed by MiraCosta College nor do they constitute any official communication from MiraCosta College.

The use of the MiraCosta College logo or brand elements to promote products, causes, or political candidates on personal sites is prohibited. To obtain permission to use the logo or brand elements on a personal social media site, written approval must be obtained from the superintendent/president or their designee. Once permission is granted, any item that uses the college logo(s) or brand elements must be reviewed and approved by the director of public and governmental relations, marketing and communications or their designee.

The college does not monitor personal social media sites; however, the college reserves the right to review for compliance purposes any site or activity brought to its attention as potentially violating the guidelines established in this policy.