



Graphic Standards

and Communication Guidelines



MORRISVILLE STATE COLLEGE

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Dear colleagues,

Morrisville State College wishes to present a consistent institutional identity to the public.

This guidebook is designed to help all members of the campus community to better understand the college's core symbols and their appropriate use. These logos serve as readily identifiable symbols that reinforce the Morrisville State College name and give a sense of unity to our publications, stationery, websites, merchandise, and other forms of communication.

We invite you to use these designs with pride, reinforcing the quality of an institution that grows in reputation annually. The guidebook is the work of corrective action to enforce the consistency of the college's communication efforts, and will prove useful to you in your correspondence and other publications.

Thank you for your attention to this important matter.

Sincerely,

Office of Public Relations

College Mission

Morrisville State College is a public undergraduate institution which exists to offer a high quality educational experience for students leading to associate and baccalaureate degrees by utilizing cutting-edge technology, innovative methods of instruction and an entrepreneurial focus. The college is committed to providing students the knowledge and opportunity to grow intellectually and socially as citizens of the world community.

Morrisville State College Civility Statement

The students, administration, faculty and staff of this college publicly declare that all members of the college community will strive to develop and demonstrate respect for one another. Civility reflects our consideration for others and our appreciation of the diversity exemplified both by Morrisville State College and our greater society.

November 9, 2004

Logos

These are the official logos of Morrisville State College. They are the only logos that should be used to represent the institution. Offices and departments at Morrisville State College do not have permission to create their own logos or visual identifiers.

The long form of the college name is “State University of New York College of Agriculture and Technology at Morrisville.” For almost all purposes, it is appropriate to use the short form of the college name, “Morrisville State College.”

When referring to the Norwich Campus in external documentation, it should be referred to as either “Morrisville State College - Norwich Campus” or “the Norwich Campus of Morrisville State College.”

These graphic identifiers are registered trademarks and may not be used by off-campus groups, or for business or fundraising purposes, without permission. Contact the Office of Public Relations at 315.684.6041 for further information.

Color



There are official, defined school colors. The college dark green is:

Pantone Matching System (PMS) **3435**
CMYK process values: **100, 0, 81, 66**
RGB values: **0, 80, 47**
Hexadecimal: **00 50 2f**

Black and white are the only other colors to be used with the college logo. Specific uses of color are described in each section of this guide. Additional accent colors used in the design of publications require approval.

Full college logo



Diamond “M” logo



Wordmark logo

MORRISVILLE
STATE COLLEGE

College seal



The college seal is reserved for specific uses. Academic certifications, official documents and awards require the use of this graphic mark.

The seal is not approved for use on other campus materials, without expressed permission from the Office of Public Relations.

Athletics logo



The Mustang Athletics logo is used for publications, merchandise, and uniforms related to the Morrisville State College's athletics program.

Seal

College seal

The Morrisville State College seal is designed to officially verify academic documents. Because use of the seal is restricted, it is not available on the website for downloading. Please contact the Office of Public Relations prior to reproduction.

What constitutes the college seal?

There are specific elements that define our mark as the official college seal. They include:

the name _____
 “Morrisville State College;”

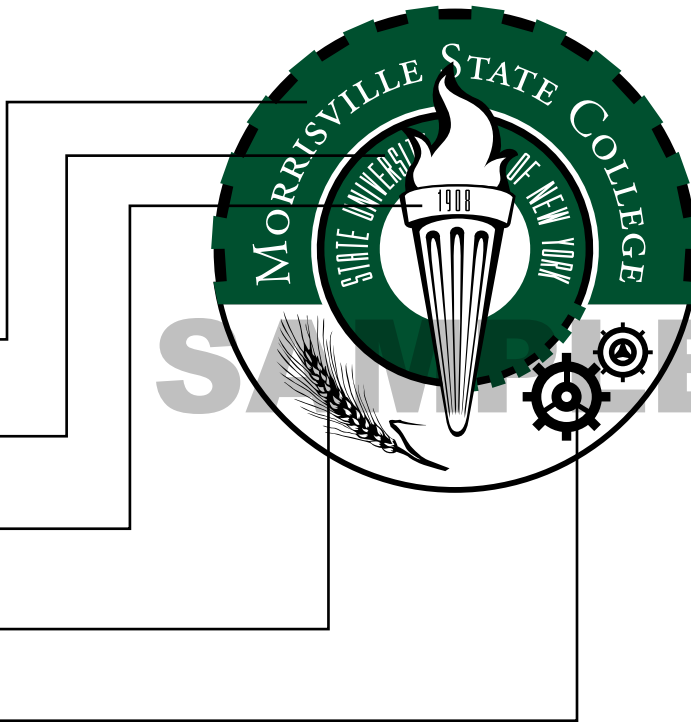
the university _____
 “State University of New York;”

the year “1908” _____
 signifying the year the college was established;

the wheat _____
 to represent agriculture; and

the sprockets _____
 indicating the college’s initiatives with technology.

Two-color,
 PMS3435 and black



One-color, black

Reversed over black



One-color, PMS 3435

Reversible over any color



Note

The version of the college seal using the text “SUNY Morrisville” is out-of-date, and is not permitted for use. This seal is invalid as the institution officially registered its name “Morrisville State College” August 21, 2003.



Full college logo



Garamond
Gil Sans
Cheltenham

hairline stroke

One-color, black

Reversed over black



Full logo

The Morrisville State College logo is a general identifier for use on college publications, stationery, merchandise, Web pages, and other graphic treatments. The proportions should never be altered. This logo can be reduced or enlarged to any size, as long as the proportions remain unaltered and readability is not compromised.

The logo must not be used in conjunction with other type, graphics, or logos to form a combined graphic element.

Logos are available for download online at www.morrisville.edu/pr/style_guide.aspx. Camera-ready and digital copies of the logo are available from the Office of Public Relations. For more information, contact the Office of Public Relations.

Which file do I need?

For print, there are two options:

- “.eps” – vector-based, high resolution format
- “.tif” – pixel-based, high resolution format

For Web, there are two options:

- “.jpg” – web-based, low-resolution format
- “.gif” – web-based, low-resolution format

Often “.jpg” files can be saved at a high-resolution. However, they are *lossy* files, which reduce in file size and quality the more they are saved. For best results with a printed format, use either “.eps” or “.tif” formats.

Reminder

You must get prior approval from the Office of Public Relations to use the logo on a sign or banner.

Diamond “M” logo

At times, it is preferable to use the abbreviated graphic identifier. This may be due to limited space, issues of layout, orientation or alignment. The Diamond “M” logo is the secondary approved logo to use if the primary full logo is not applicable.

Do not use this logo without the wordmark when corresponding with audiences unfamiliar with Morrisville State College. See opposite page for pairing the identifiers.

The graphic identifier must have prominence. Place the logo at the top or bottom of a piece on the cover or front, where it isn’t overshadowed by other elements.

This logo can be reduced or enlarged to any size, as long as the proportions remain unaltered and readability is not compromised.

Wordmark

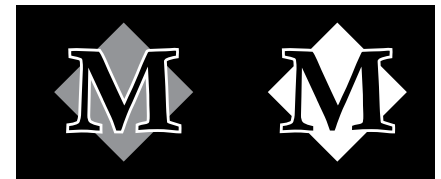
The wordmark logo is an approved graphic identifier that is typographically unique to Morrisville State College. It is to be used with the Diamond “M” variation, or as a stand-alone identifier.

Diamond “M” logo



One-color, black

Reversed over black



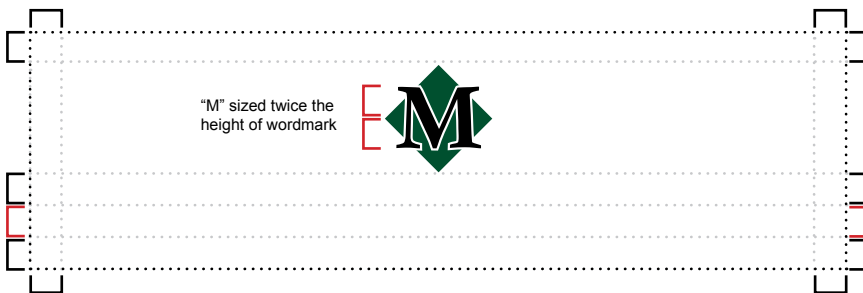
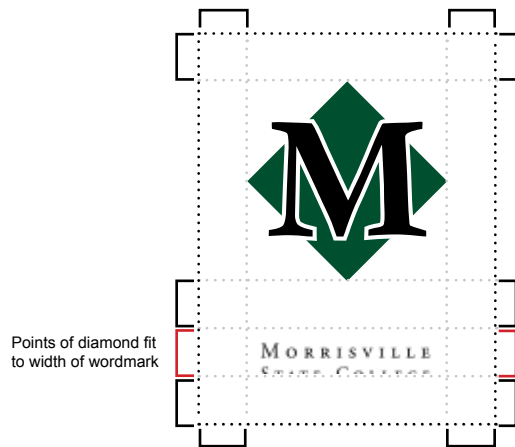
Wordmark logo - two lines

MORRISVILLE
STATE COLLEGE

Wordmark logo - single line

MORRISVILLE STATE COLLEGE

White Space Requirement



Space

The illustrations to the left detail the buffer space requirement to be considered when using the college's graphic identifiers.

Space is needed to prevent obstruction of the Morrisville State College brand.

For the full logo, the space between the diamond points and "M" are to be evenly distributed around the entire graphic.

For the abbreviated versions, the height of the wordmark will be evenly distributed between the diamond "M" logo, wordmark and other graphic elements, as well as the edge of the page.

Placement

The graphic identifier must have prominence. Place the logo at the top or bottom of a piece on the cover or front, where it isn't overshadowed by other elements.

Typeface

The typefaces chosen to compliment the Morrisville State College logo are Garamond and Arial. The consistent use of these fonts is a simple way to establish continuity and present a professional, unified appearance.

Garamond is the only acceptable typeface for use of the words “Morrisville State College,” set as **small caps** and **tracked 300 em**. For convenience, the correctly set logo is available for download.

The recommended font for letter text on Morrisville State College stationery is Garamond. Body copy should be set in **regular character style**. Text may be bolded and italicized as appropriate. Text is **not** to be set in small caps.

Suggested formats include Garamond 12 pt. with single spacing or Garamond 10 pt. with 1.5 line spacing; both formats use double spacing between paragraphs.

Sans Serif Alternative

Alternative text separated as a call-out, sidebar, or other selective, limited-use or highlighted text is to be set in Arial.

Suggested formats include Arial 10 pt. with single spacing or Garamond 8 pt. with 1.5 line spacing; both formats use double spacing between paragraphs.

Titles and other headlines

Agency is the only other acceptable typeface to be used for titles, headlines, subheadlines, or other dominate text.

Suggested formats include Agency 18 pt. with single spacing. Bolding is unnecessary given the contrast between text size and character sets.

Garamond

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

This is an example of the Garamond set of characters approved for *logo* use.

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

This is an example of the Garamond set of characters approved for *copy* use. It may be set in **Bold**, *Italic*, and ***Bold Italic***.

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

This is an example of the Arial set of characters approved for *copy* use. It may be set in **Bold**, *Italic*, and ***Bold Italic***.

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

This is an example of the Agency set of characters approved for *copy* use.



Stationery

Letterhead and Envelopes

Departments and offices on campus are urged to use the official college stationery for correspondence. We encourage offices to use the general Morrisville State College letterhead, which does not specify office or department. Your department will be specified in the content of your letter, and on the outside of the mailing envelope.

IF YOU BELIEVE THAT YOU HAVE A COMPELLING NEED that requires specialized stationery, please contact Public Relations to discuss your request and the design criteria.

Digital formats

Templates for Morrisville State College letterhead, cover sheets, memos, and fax sheets are available for use on your computer. These formats enable you to print stationery directly from your computer or to send it electronically. Links to the templates are available online.

Tip

The recommended font for letter text on college stationery is Garamond. Suggested formats include Garamond 12 pt. with single spacing or Garamond 10 pt. with 1.5 line spacing; both formats use double spacing between paragraphs.

All envelopes must carry office or department name.



Stationery

Business Cards

When you run out of cards (please use your old ones first), send a request for new cards via e-mail to Bill Goloski (goloskwh@morrisville.edu) with the following information:

- Name
- Title
- Phone
- Fax
- E-mail
- Quantity needed
- Print shop account #

Cost is \$6.25 per 100 cards. A typical order would be 200 cards. Please plan ahead; we expect turnaround time to be approximately 10 working days.

Business cards serve to relay contact information. Extensive lists of accreditations, certifications, professional organizations, or other logos and graphic identifiers not directly related to Morrisville State College are not permitted.

IF YOU BELIEVE THAT YOU HAVE A COMPELLING NEED that requires specialized business cards, please contact Public Relations to discuss your request and the design criteria.

From Desk of:

Half-letter sized notepads may be ordered in place of customized letterhead. Official documents must continue to use the Morrisville State College letterhead.

Notepads created through the college's Print Shop are printed in black ink only.

MORRISVILLE STATE COLLEGE


First-name Last-name

Job Title



P.O. Box 902
Morrisville, N.Y. 13408
(P) 315.684.0000
(F) 315.684.0000
email@morrisville.edu

www.morrisville.edu



P.O. Box 901
Morrisville, N.Y. 13408
(P) 315.684.0000
(F) 315.684.0000
email@morrisville.edu

From the desk of

First-name Last-name

Job Title

Arial, Bold, 8pt

Arial, Regular, 8pt



First-name Last-name
Job title
Morrisville State College
P.O. Box 901
Morrisville, N.Y. 13408
e-mail@morrisville.edu
315.684.0000
www.morrisville.edu

Stationery

Digital Signatures:

E-mail from your morrisville.edu account is digital stationary, and therefore should remain consistent with the graphic identity of the college. The digital signature at the bottom of your e-mail serves the exact same purpose as business cards, and should include the same information. Please follow the guidelines when setting up your signature. Call Technology Services at 315.684.6053 for assistance.

One line of text is allowed for another personal contact resource, such as a webpage or other communication link.

Fax coverletters

When communicating on behalf of the college, it's important that all our materials are professional. Please use the template for faxed documents.

Athletics

Morrisville State College unveiled a new mascot logo in 2005 to provide a fierce, bold symbol for its athletics program. The logo has been designed for use on uniforms, publications, banners, and merchandise related to athletics.

Academic programs do not have permission to use the logo, unless their coursework is assigned in conjunction with Morrisville State College Athletics.

The athletics logo must be used in the approved form without modification. Though the artwork may be enlarged or reduced, the proportions must not be altered. When reversing over a dark color, use the appropriate artwork that keeps the mustang white.

Athletics Full logo



One-color, black



Reversed over black



Alterations

Each logo may have individual sports names placed below the full Athletics logo. It is not approved to be modified in any other way to indicate an individual team. The inclusion of sports equipment, uniforms or other design elements is not permitted.

A variation of the Athletics logos is available with a metallic green effect (see opposite page). It is the only approved graphic effect approved for application to our graphic identifiers.

Please do not alter the logo in other ways.

Customizing



ATHLETICS

Individual sport names may be placed below logo in uniform format.

BASKETBALL
 CROSS COUNTRY
 EQUESTRIAN
 FIELD HOCKEY
 FOOTBALL
 ICE HOCKEY
 LACROSSE
 SOCCER
 SOFTBALL
 WRESTLING
 VOLLEYBALL

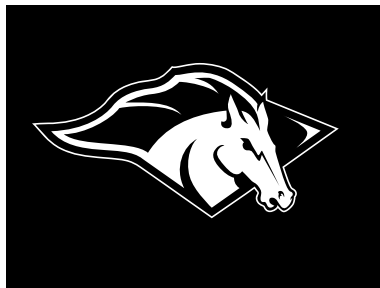
Mustang Mascot



One-color, black



Reversed over black



Mustang

The mascot logo is an abbreviated graphic identifier of the full Morrisville State College athletics logo. Please use it as a secondary approved logo on Athletic Department materials. The wordmark or full logo must be present elsewhere on the material to identify “Morrisville State.”

Academic programs do not have permission to use the mascot, unless their coursework is assigned in conjunction with Morrisville State College Athletics.

Which file do I need?

The Morrisville State College Athletics logo is available in digital formats and can be obtained from the Sports Information Director, Athletics Office, at 315.684.6072.

Color



There are official, defined school colors. The college dark green is:

Pantone Matching System (PMS) **3435**
CMYK process values: **100, 0, 81, 66**
RGB values: **0, 80, 47**
Hexadecimal: **00 50 2f**

Black and white are the only other colors to be used with the athletics logo. Specific uses of color are described in each section of this guide. Additional accent colors used in the design of publications require approval.

Metallic effect



Three variations of the Athletic logo are available in a green metallic finish.



Wordmark

The wordmark logo is an approved graphic identifier that is typographically unique to Morrisville State Athletics. It may be used with the mascot or as a stand-alone identifier.

Wordmark



One-color, black

Reversed over black



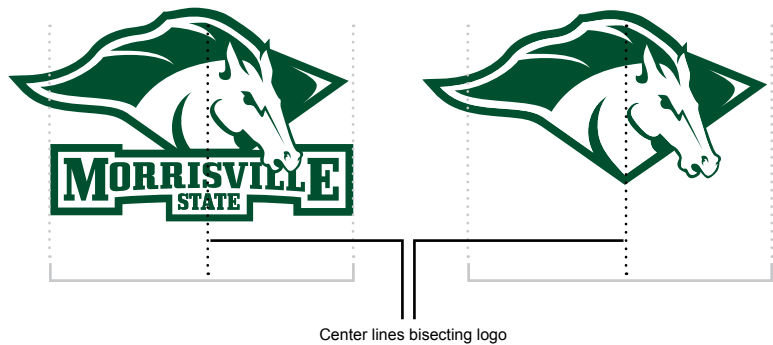
Centering

A unique element to the mustang is the flow of the mane. The logo is asymmetrical and must be laid out with attention to the optical center. Please space the logo appropriately according to the diagram.

Tip

Easiest way to achieve best layout is to center the logo over the "A" of "STATE" in the full logo, or the lowest point of the mascot logo.

Optical Center



Communication Guidelines

E-Communication Guidelines (On-Campus)

Bulk E-mail Guidelines

Audience:

All members of the Morrisville State College Community and users of the college network.

Definition:

Bulk e-mail, by definition, is unsolicited e-mail sent quickly in large quantities, and is recognized as an efficient, cost-effective, and environmentally friendly use of technology for facilitating communication within the college community. Bulk e-mail messages can be sent to a mailing list e-mail addresses or a pre-defined target group. The potential misuse of bulk e-mail is also recognized. The following guidelines provide guidance for the appropriate use of bulk e-mail at Morrisville State College.

Policy Statement:

The purpose of this guideline is to instruct users on appropriate use of bulk e-mail and to provide recommendations on how to properly send bulk e-mail messages in order to reduce recipient complaints and confusion, reinforce network security best practice and effectively and efficiently utilize campus resources.

College-wide distribution of e-mail messages requires:

- Identification of the target audience for the message.
- Arranging distribution with the appropriate sender/s of bulk e-mail.
- Approval of the message (as discussed below).

Background Issues:

Guidelines and Criteria

Generally speaking, bulk e-mail is appropriate for:

- Messages that directly relate to carrying out the business of the college.
- Messages that relate to changes in college policy or time sensitive issues.
- Messages that inform a select group of people (e.g. faculty, staff, students, members of a specific school or department, etc.) of an announcement or event related to their specific role within the college.

Announcements that do not meet this criteria of urgency and/or critical college information, should seek other methods of relaying their information, such as the Calendar of Events, Morrisville State College Facebook page and mobile messaging.

Inappropriate use of bulk e-mail includes, but is not limited to:

- Messages that are not in line with the mission of the college
- Messages that are personal in nature
- Messages that are commercial in nature with the exception of those messages that are in support of college business and are approved by the stipulations defined in this policy.

Sending Bulk E-mail

To promote institutional operating efficiency and network security, the following guidelines are intended to prevent degrading of e-mail services during working hours:

- A bulk message should be brief, self-explanatory, clear, and concise, and should only be used for important messages relevant to all recipients.
- Avoid sending frequent or repeated messages.
- Send collaborative messages with others at the college to avoid redundancy.
- Avoid sending attachments as they take up more disk space and degrade server performance. A link to a website (URL) or a document sharing solution is preferred. If it is necessary to send attachments, the total message size should be under 5 MB.
- Messages sent by college e-mail addresses must be consistent with existing college policies.
- Bulk e-mail must NOT used for commercial advertisement purposes. Examples include:
 - Commercial advertising for merchants or service providers external to the college, except for notices of services and discounts arranged for members of the college community by the college.
 - Solicitations for contributions, charities, or participation in personal activities not related to college purposes or not sponsored by the college.
 - Solicitations for non-college businesses operated by college faculty or staff.

(Sending Bulk E-mail Cont.)

- Surveys or solicitations to members of the community selected on demographic characteristics, such as to selected groups or individuals identified as candidates for research subjects.
- Targeted audiences that might appear discriminatory or may appear to be infringement on privacy.
- Offensive material.

Under certain limited circumstances, senders of e-mail messages that advertise or promote a product, service, or program being offered by the college or by a third-party through the university, may be required to:

- (i) identify the message as an advertisement or a promotion;
- (ii) include a valid physical mailing address in the body of the message, and;
- (iii) provide the recipient with a way to decline to receive any additional messages that advertise or promote the product, service or program at issue.

These requirements typically apply when unsolicited e-mails are sent, either to groups of faculty, staff, students and/or alumni or to prospective students or members of the public, that include the advertisement or promotion of a product or service being offered by or through the college.

E-Communication Guidelines (Off-Campus)

The Morrisville Public Relations Office (PRO), on behalf of the Office of Institutional Advancement (IA), is pleased to help communicate Morrisville-related events, programs, services and announcements to alumni, community members, friends, faculty, staff and students. The PRO also has a responsibility to manage the volume, relevance and appropriateness of communications to these constituents.

The PRO will communicate relevant messages to appropriate populations of these groups only in the following cases:

- They are invited to participate; or
- The IA Office is co-sponsoring or otherwise supporting the program; or
- The communication is sent from the college president; or
- The primary audience for the message is those particular parties.

College events and programs not sponsored by Morrisville State College may be promoted through IA in one or more of the following ways,

- *E-motion* e-newsletter (every few weeks)
- Individual school and departmental communications linked from *E-motion* or the website.
- Targeted e-mails as approved by PRO, for programs to which those particular parties are invited, may be sent.

We cannot send e-mails for fund raisers for any other groups or organizations.

We cannot send e-mails promoting individual businesses, events or organizations.

Request Process

All campus entities must submit an *E-mail Request Form (see appendix A)* along with the message at least four (4) weeks in advance of desired send date. E-mails will be reviewed for relevance and appropriateness and scheduled on a first-come, first-served basis based on the group being e-mailed. This scheduling process allows the PRO to manage multiple e-mails to the same groups.

E-mail Frequency Management

The PRO **will not send multiple e-mails to the same person on the same day.** The PRO will not send e-mails to a same or like audience more than two (2) times in one (1) week.

The PRO determines the final e-mail date for sending messages, with consideration for regional time differences, other scheduled e-mails sent in close proximity (will not send two (2) e-mails to the same zip code range, for example), and other factors.

The PRO reserves the right to move the send date of any e-mails based on the needs of the college and other unforeseen priority announcements.

Adherence to CAN-SPAM Legislation

The policy of PRO is to ensure that Morrisville State College adheres to the Federal CAN-SPAM Act regarding e-mail contact with our constituents. A third party provider, MyEMMA, has been contracted to assist PRO with managing its e-mail communications. MyEMMA is certified compliant with all federal legislation.

List Management

The PRO is responsible for managing all e-mail inclusions and exclusions through the use of mailing lists and special handling codes. The PRO is required to adhere to all subscriber e-mail preferences.

A new list will be generated for each e-mail and only from the official database, managed by Morrisville State College. The mailing list exclusion code, e-mail address, Banner ID and full name are required fields in any recipient list. Lists without the above information can not be used. Since IA is the alumni database of record, procedures within this policy must be followed to ensure that subscriber preferences are honored.

A standard notice with removal request instructions, as required by law, is provided through MyEMMA.

The PRO will only send non-solicitation announcements to all parties. Campus offices and organizations must contact the Institutional Office with your approved *departmental request form*.

Review

As technology and awareness of best practices in this area continue to evolve, the policy outlined in this document will change accordingly.

E-mail Request Form

It is the policy of Morrisville State College NOT to release names, mailing addresses and e-mail of Morrisville alumni, community members, friends, faculty, staff and students. Alumni listings will be released to other college offices/departments for activities which support the mission of the college, or to alumni volunteers affiliated with the college and its activities. These listings can be used solely for the purpose identified on this Release Form, i.e., planning a Morrisville reunion, working as a Morrisville alumni club volunteer, etc. **It CAN NOT be used for any other purpose to contact alumni, i.e., business or commercial purposes or for personal use. This listing CANNOT be reproduced or duplicated in any form.**

All Morrisville alumni names and addresses are the property of Morrisville State College. Maintaining separate databases of Morrisville alumni is strictly prohibited. All alumni address and e-mail updates should be forwarded to the Institutional Advancement Office.

You must complete and return the release form on the bottom of this page to schedule an e-mail.



RELEASE FORM

Date _____ Print Name _____

Phone _____ E-mail _____

Department/Organization: _____

Targeted Audience: _____ Requested Send Date: _____

Subject Line: _____

Body of Message: *(please attach and e-mail to alumni@morrisville.edu)*

Attachments are not accepted. Include links to departmental websites, e-newsletters, etc.:

Return completed request form along with e-mail attachments to alumni@morrisville.edu.

Social Media Guidelines

Guidelines for the Use of Facebook

The following guidelines were drafted in an effort to address use of the Facebook social networking site by Morrisville State College and its departments. It is important to understand that use of Facebook can create numerous issues for the college.

For example, most people do not realize that by posting college content to Facebook, they authorize Facebook to make copies of the college content posted and to use the content for virtually any purpose.

In addition, copyright claims could be asserted against the college if a department inadvertently posted a picture or video in which a third party claims a copyright. Posting of inappropriate content, even if unauthorized, could subject the college to embarrassment or worse.

Because of these types of issues, it is important that “official” use of Facebook by college staff adhere to appropriate guidelines intended to minimize such risks. Questions regarding the use of Facebook or these guidelines should be referred to the Public Relations Office (PRO) at x6041.

Registration

Pages created by a department on behalf of the college must be created as “Facebook Pages” rather than groups or personal profiles. A Facebook Page is a profile used by an entity (i.e. a non-individual) for business purposes. Such pages may only be created by authorized representatives of the College.

In order to comply with Facebook terms and conditions, and enable the College to track authorized College pages, any department wishing to create such a page must provide the Director of Public Relations with the name and contact information for the individual(s) who will be authorized by the department to create, operate, monitor and edit the Facebook Page on an ongoing basis (i.e. the “Page Administrator”). Students may not be named as Page Administrators.

The department’s authorized Page Administrator(s) must maintain the security of the Facebook password and identification. These individuals are fully responsible for all use of the account and any

¹ While a broad “license” to use the content is needed by Facebook to enable it to carry out its services on the site, the terms of the Facebook site at the time of this writing make clear that by posting on the site, you automatically grant to the company an irrevocable, perpetual, non-exclusive, transferable, fully paid, worldwide license (with the right to sublicense) to use and distribute the content “for any purpose, commercial, advertising, or otherwise, on or in connection with the Site or the promotion thereof, to prepare derivative works of, or incorporate into other works, such User Content, and to grant and authorize sublicenses of the foregoing.”

actions that take place using the account. Any changes in the designated Page Administrator(s) must be promptly communicated to Public Relations. Departments may not register for more than one User account, or register for a User account on behalf of another individual, group or entity.

In addition, the department’s initial page creator must include an appropriate representative of Public Relations as an additional Page Administrator. Although Public Relations does not intend to actively engage in maintaining department sites, this designation will enable Public Relations to properly track College Facebook Pages and respond more quickly in the event of a problem, such as the unavailability or departure of the staff member who has administrative control of the page.

Posting of Content

The following issues should be considered prior to posting content to a Facebook Page, e.g., text, a photograph, or video:

1. General Content Issues: Remember that content posted may be redistributed through the Internet and other media channels and may be viewed by the general public. If deleted or modified, older versions may continue to exist online. Content should not be posted unless it furthers the College’s education, teaching, recruiting and fundraising mission. Share only information that is appropriate for the public.
 - In order to avoid discrepancies and minimize the need for updating, Facebook Pages should not be used to post detailed policy or procedure information, for example, program admission criteria. Rather, users should be directed to the official College publications or websites for such information.
 - Do not include any personally identifiable information that can be used to locate someone offline. This includes anyone’s screen name, personal photo, hobbies, identification numbers such as social security numbers or student ID’s, addresses and phone numbers (other than an authorized business address or business phone number).
 - Do not upload, post, transmit, share, store or otherwise make publicly available on the site any private information of any third party, including: addresses, phone numbers, bank account numbers, drivers license information, e-mail addresses, social security numbers, credit card numbers; and any other personal information.

- Generally speaking, content should not be posted if it depicts a dangerous activity, unless approved by the Director of Public Relations. If approved, a legal warning/disclaimer may be appropriate.
- Content must not be posted if it is not clearly suitable for all ages.
- Do not post content that could create a security risk for the College. Examples include but are not limited to images of child care facilities, restricted access areas and information technology facilities.
- Do not post content that shows (or may be perceived to show) someone getting hurt, attacked or humiliated, that might be considered racist, bigoted or demeaning to a particular group of individuals, that depicts activity that is (or may be perceived to be) illegal, for example drug use, or that could otherwise put the College in a bad light.

2. Use of Morrisville State College logos. Pages should feature the department's official unit "mark" or logo if applicable. Departments also are encouraged to use photographs to display campus beauty. Photos suitable for Web posting are available. Please e-mail the Public Relations Office to request photos.

Note that use of Morrisville State College marks, such as logos and graphics, must comply with the College's Graphic Standards. A copy is available at www.COMINGSOON.com Questions regarding the use of College marks (logo, seal, etc.) should be directed to the Public Relations Office at x6041.

3. Use of copyrighted or proprietary materials, e.g., music, art, copyrighted photographs or texts, snippets of copyrighted video, or information considered to be a trade secret by a College contractor:

- The College would have to secure written permission prior to using/incorporating any copyrighted or proprietary materials. Questions regarding the appropriateness of a posting should be addressed to Public Relations. Please contact the Public Relations Office at x6041.
- The safest course is to use only materials created by the College for such purposes. Contact Public Relations for assistance.

4. Use of people's images:

- Do not post content that might be embarrassing to an individual or that could be construed as placing an individual in a bad or false light.

- Do not post content that might cause someone to believe that his/her name, image, likeness or other identifying aspect of his/her identity is being used for commercial purposes without permission.
- Special care must always be taken when dealing with images of "special populations," e.g., minors, health care patients, research subjects. Stringent legal requirements apply. Generally speaking, such images should never be used in this type of context.

Collecting User Information

Morrisville State College departments should not use Facebook to collect personal information of users, as Facebook terms and conditions, as well as state and federal law, impose significant requirements and restrictions on the collection of personal information of users. In the case of minors, significant additional penalties can apply to violations.

Other Do's and Don'ts

- Pages must be monitored and updated on an ongoing basis by the departments or units that create them to enable rapid response to any problems that may arise and to ensure an engaging, interesting environment for visitors. To be effective, pages must be dynamic and will require updating more frequently than a Web site. A stale page will likely cause more damage to the image of an entity than having no page at all.
- Posting Share buttons on a College website: A "Share Link" is a button and/or a text link appearing on a Web page that, upon being clicked by a user, enables the launch of a sharing mechanism through which users can share with others or post to their own member profile, links and content from that page. Use of such links is permissible and users should consult with their website administrator for details.

Questions and Reporting Problems

Facebook accepts complaints regarding abuse and other issues, for example harassing messages, via hyperlinks placed throughout Facebook's website. This can be done via "Report" links below a piece of content, or by locating the appropriate links on the Facebook "help" page. Problems or concerns regarding the use of Facebook or a College Facebook Page should be reported immediately to Public Relations.

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