



Social Media Best Practices

- **Make it easy for people to find your site**

1. Use Cerritos College in the title (if possible)
2. Try to avoid only using acronyms when naming your site

Use of Cerritos College logo and brand elements

If you are creating a social media site that is affiliated with Cerritos College, use official logos and graphics that represent and adhere to the logo [guidelines](#). (Example: Cerritos College Financial Aid: @cerritosfinancialaid)

- **Be accurate.** Check your facts before you post. All research, data reporting, and analysis should be verified for accuracy. Cite and link to your sources, when in doubt.
- **Keep confidential matters private.** Do not post proprietary information about Cerritos College, including information about students, alumni, or employees. Students are protected from disclosure under the Family Educational Rights and Privacy Act (FERPA).
- **Be responsible.** If you are posting as a representative of Cerritos College, your posts are viewed as representing the College. Your posts directly reflect on the institution. Indicate when posts are your personal ideas. You are responsible for your own comments.
- **Ask for help.** If you receive a question you cannot answer or if you see incorrect information about Cerritos College, contact the Office of Public Affairs for help.
 - Social media sometimes generate press and media attention or legal questions. Refer these inquiries to the Office of Public Affairs
- **Be authentic.** Connect with people and humanize your social media interactions.
- **Be respectful.** Respectfully disagree with a position, but do not engage in an online confrontation. This reflects poorly on both the individual and Cerritos College.
- **Be positive.** If you would not say it in person – do not say it online.
- **Encourage open conversation.** Respond to comments with constructive feedback. Allow negative comments, encourage thoughtful discussion in a civil manner, delete spam, and seek to respond rather than censor. Offer to continue dialogue offline.

For assistance with social media engagement, contact the Office of Public Affairs at publicaffairsadmin@cerritos.edu or Ext. 2292. If primary page administrator changes, contact the IT Department to get added to the group email.

References: AP 3070 Social Media, [BP 3050](#) Institutional Code of Ethics, [AP 3050](#) Institutional Code of Ethics, [BP 5500](#) Standard of Student Conduct, Social Media Account Checklist.