

Cerritos College
Web Standards Committee Minutes
November 29, 2018

Meeting attended by:	Javier Banuelos; Samuel Chavez; Tim Kyllingstad; Mark Olague; Elizabeth Page; Rebecca Pang; Sarah Pirtle; Carl Stammerjohn; Miya Walker	
Absent from meeting:	Dr. Lucinda Aborn; Kathy Azzam; Shawna Baskette; Celeste Galvez; Daniel Gardner; Veronica Miranda; Patrick O'Donnell; Christopher Rodriguez	
Guests:		
Date:	November 29, 2018	
Time:	10:00am – 11:00am; called to order 10:15am by Javier Banuelos	
Location:	LC201: CTX Conference Room	
Minutes by:	Kelley Jones-Horwood	
Agenda Topics	Deadline, Person(s) Responsible	
Agenda Topic #1: Introductions <ul style="list-style-type: none"> ▪ No new members 		
Agenda Topic #2: Approval of October 25, 2018 Meeting Minutes <ul style="list-style-type: none"> ▪ The minutes were reviewed and approved by consensus with typo corrections to Agenda Topic 7 	Javier, motion made Carl, 1st Sarah, 2nd All In Favor None abstained	
Agenda Topic #3: Social Media Policy/Guidelines Review and Discussion (see Attachment A) <ul style="list-style-type: none"> ▪ Samuel reported that Faculty Senate has more input; faculty prepared their own revised draft of the policy and submitted to Miya; Angela Hoppe-Nagao has asked that faculty be given opportunity to review our draft completely and provide additional feedback ▪ Miya reported that faculty has concerns with academic freedom and having to get permission to set up social media account(s); Attachment A includes changes from comments made at previous Faculty and Coordinating Committee meetings but not the revised policy Faculty submitted earlier this week ▪ Rebecca asked if we incorporate new faculty changes, do we need all others to approve again? Miya stated yes. ▪ Carl asked if people are currently violating the policy? Miya states only logo and administrator assignments (primarily student only assignments) as well as issues with abandoned sites. ▪ Mark reported that at the Liberal Arts Department Faculty meeting, faculty implied the proposed policy is more red tape and felt it is a way to police students. ▪ Miya stated that it appears to be more of a philosophical disagreement; nothing could be further from the truth, we are not policing, we do not have the manpower nor the hours to spend on policing; it is about protecting the brand and the College as an institution 	By next meeting: Miya: Follow up for additional policy comments/input including faculty rewrite for incorporation into WSC proposed policy	

<ul style="list-style-type: none"> ▪ Liz asked if we have shared sister campus' policies? Miya stated yes we have. ▪ Tim reported that he attended the last Faculty Senate meeting on November 27th and they discussed the rewrite: original proposed policy was condensed to two pages from four. ▪ Miya stated she will review the proposed rewrite along with any feedback she receives and will share with the WSC before our next meeting. 	
<p>Agenda Topic #4: Remaining 2018-2019 WSC Meeting dates</p> <ul style="list-style-type: none"> ▪ Members present agreed December meeting will be held on 13th instead of 20th ▪ Miya stated we can adjust the 2019 meeting dates/times if necessary at December 13th meeting to accommodate schedule changes for Spring 2019 semester starting in January. 	<p>Samuel: will book CTX Conf. Rm. LC-201 for Dec. 13th meeting</p>
<p>Agenda Topic #5: Questions and Concerns</p> <ul style="list-style-type: none"> ▪ Miya stated she will be sending out the post-website launch survey results recap in January ▪ Liz reported that as a member of hiring committee, she has heard several candidates comment on how great the new website is ▪ Tim asked that we include YouTube handling in our Social Media Policy specifically addressing the need for registry; Miya will discuss this with Rick Miranda and report results at next meeting ▪ Samuel reported that the corrections were made to the website per discussion at WSC October 25th meeting (see Minutes, Agenda Topic #7) 	<p>Miya: (1) will send out survey results Jan. 19 (2) Will discuss registry set-up with Rick Miranda to report at Dec. 13th meeting</p>
<p>Next meeting: December 13, 2018 at 10am LC201: CTX Conference Room</p>	
<p>Meeting adjourned at 10:58am</p>	

General Institution

1 **AP 3730 SOCIAL MEDIA GUIDELINES**

2 **References:**

None

3 **Purpose**

4 The following guidelines are provided for all social media platforms purported to represent
5 Cerritos College. All parties engaging in social media in relation to the College should
6 follow the guidelines outlined in this [policy procedure](#).

7 For the purpose of these guidelines, the Office of Public Affairs is the office of jurisdiction
8 in the management of all social media accounts representing Cerritos College.

9 Social Media platforms [are include](#) computer-mediated technology sites, applications, or
10 online services (e.g. Facebook, Twitter, Snapchat, Instagram, etc.) that facilitate the
11 creation and sharing of information, content, ideas, interests, and other forms of
12 expression to virtual communities and networks.

13 The use of official Cerritos College social media allows users at the College to stay
14 engaged with the campus community — that includes students, faculty, staff, campus
15 stakeholders, as well as the college district residents. Moreover, the use of social media
16 is to help expand communication and connectedness with this community about such
17 things as upcoming college events, news, information related to Cerritos College, or
18 information that may be of interest to the college community.

19 Information posted on a social media platform belonging to any organization authorized
20 by Cerritos College must comply with the Cerritos College Social Media Guidelines, as
21 well as the “terms of use” of each social media platform, and federal and state regulations.

22 Cerritos College shall reserve the right to request content be changed or removed from
23 any social media page if it is [prohibited content, as defined in this procedure \(see page 4
24 for definition of prohibited content\)](#).

25 The College’s primary website, www.cerritos.edu, remains the official communication of
26 the College for up-to-date content and meeting the high standards of accessibility. Units
27 should always consider posting announcements on their respective website page within
28 the primary website for up-to-date information and use social media to provide a greater
29 reach of information.

30 **Guidelines and Requirements**

31 ***Creating and Maintaining Social Media Platforms***

32 The purpose of this section is to provide for succession planning and continuity of all
33 social media accounts representing Cerritos College in the event that administrators
34 change or leave the campus, and/or becomes inactive in their duties as an administrator.
35 These guidelines also provide an avenue to ensure that records of Cerritos College social
36 media accounts remain current and accurate.

37 For the purposes of this section, a page administrator is a campus-approved designee of
38 a social media account representing a unit of Cerritos College. Public Affairs retains
39 control of the official Cerritos College social media accounts.

40 Prior to establishing a social media page, page administrators must secure a
41 department/division/club campus email address from Department of Information
42 Technology (IT). This email must be used to establish a social media presence. Contact
43 IT at helpdesk@cerritos.edu to request this email address.

44 Units and/or student organizations that wish to create, host, or administer a social media
45 account must first complete the Social Media Administration Agreement and submit it for
46 approval to Public Affairs, prior to establishing a social media account. The form can be
47 found at www.cerritos.edu/web-administrator. Additionally, all existing accounts
48 established prior to these guidelines must complete a Social Media Administration
49 Agreement to comply with campus policies.

50 All designated page administrators must comply with the Social Media Guidelines. There
51 must be two (2) page administrators for the initial creation of a social media account
52 through Public Affairs. There must be at least one full-time faculty, staff and/or manager
53 as administrator ~~and one student co-administrator~~. New and existing administrators shall
54 assume the responsibility of updating the form with the Office of Public Affairs should any
55 changes occur (e.g. change of administrator or co-administrator). Please contact the
56 Office of Public Affairs at community@cerritos.edu or in the Public Affairs Building.

57 Student groups interested in administering a Cerritos College social media account must
58 be sponsored by a full-time faculty or staff advisor. Advisors must assume the role of
59 primary administrator and student(s) as the co-administrator. At no time shall a student
60 have sole administrative control over a campus-related social media account.

61 Public Affairs discourages smaller units from setting up social media pages that may be
62 little or seldom used. Units should consider setting up social media sites that represent a
63 larger unit, such as a department, or student organization, as opposed to a smaller unit,
64 such as an individual initiative. Doing so will:

- 65 • Consolidate work, time, and web space spent in managing multiple social
66 networking pages at in the College.

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- 67 • Encourage faculty, staff, and students to expand their network within the College
68 as well as outside organizations.

69 The purpose of a social media account is to strengthen and supplement the College's
70 overall communication to its students and stakeholders.

71 **Responsibilities**

72 Page administrators are responsible for the content of their page. Participation in social
73 media using a Cerritos College username is viewed as an official post of the College and
74 directly reflects the institution. Users are responsible for the accuracy of their posts and
75 must ensure that all content (e.g. information about dates, statistics, names, room
76 numbers, addresses and phone numbers) is verified before posting. Content should not
77 conflict with Cerritos College's Board Policies and Administrative Procedures. Employees
78 using social media on behalf of the College must uphold campus anti-discrimination
79 policies.

80 Cerritos College shall reserve the right to request content be changed or removed from
81 any social media page if it is deemed prohibited inappropriate by the Office of Public
82 Affairs.

83 All social media participants are encouraged to report to the Office of Public Affairs any
84 prohibited inappropriate posts or material they discover that may require follow-up by that
85 office to ensure compliance with these guidelines. Public Affairs will actively work with
86 page administrators to address any issues presented by social media participants if it is
87 in the best interest of the institution and its community.

88 Cerritos College cannot guarantee that inappropriate content will not be posted but will
89 attempt to address issues once discovered and/or reported. Additional information
90 regarding inappropriate content can be found in (See Section VI Prohibited Content).

91 Faculty, staff, and students are encouraged to incorporate and use social media as
92 appropriate. Posts that serve to increase student and community engagement and
93 academic freedom and creativity are encouraged to keep campus goals in mind.

94 **Content that Requires Immediate Attention**

95 In the interest of public safety, users who become aware of any social media posts that
96 indicate any potential danger to the safety of the campus community and/or the
97 community-at-large must first alert Campus Police without delay. Posts that portend
98 danger are those that include, but are not limited to, threats against safety or well-being,
99 or threats of violence (e.g. death threats, bomb threats, shooting threats, sexual
100 harassment, bullying, etc.). Additional information regarding inappropriate content can be
101 found in Section VI Prohibited Content.

102 **College Confidentiality and Privacy**

103 Users are prohibited from posting confidential or proprietary information regarding
104 Cerritos College, its students, its alumni, or campus staff and faculty. Administrators

105 should use good ethical judgment and follow the College's Board Policies and
106 Administrative Procedures, and federal requirements, such as Health Insurance
107 Portability and Accountability Act (HIPAA) of 1995, and the Family Education Rights and
108 Privacy Act (FERPA).

109 ***Personal Opinions on the College's Social Media Platforms***

110 It is highly recommended that all users who discuss their personal opinions on Cerritos
111 College related content on official Cerritos College social media should clearly state their
112 words are their own and may not represent the position or opinions of Cerritos College.

113 ***Social Media Comments***

114 Freedom of expression is fundamental to the use of social media, which includes both
115 positive and negative responses in the comments section on social media accounts. As
116 such, negative and unfavorable comments made by the campus community or the
117 community-at-large that do not breach the guidelines may not ~~need to~~ be deleted from a
118 page. Instead, page administrators are encouraged to respond to controversial comments
119 in a constructive and tactful manner to encourage discussion. Page administrators are
120 discouraged from engaging in contentious dialogue with commenters. If conversations
121 require follow-up from the institution, such as assistance with a program or service, please
122 direct users to contact Office of Public Affairs at **community@cerritos.edu** for further
123 assistance.

124 ***Frequency***

125 Participating in social media can be time-consuming. It is recommended that page
126 administrators check pages regularly, and that questions posted are responded to in a
127 timely fashion. Moreover, users are encouraged not to overload followers with updates or
128 posts during a 24-hour cycle. If an account is deemed inactive, which will be determined
129 on a case-by-case basis and after conferring with the pages administrator(s), Public
130 Affairs will request the page ~~to~~ be taken down.

131 **Accessibility**

132 Cerritos College is committed to ensuring effective access to communications materials
133 for all members of the community, including individuals with disabilities. Accordingly,
134 individuals that maintain social media on behalf of the College should take steps to reduce
135 barriers to access for individuals with disabilities.

136 Per the capabilities of each social media platform, posting content with screen reader
137 compatibility, captioning, and descriptive tags on images can help reduce barriers to
138 accessing information for individuals with disabilities. Most major social media platforms,
139 including Facebook, YouTube, and Twitter, provide access solutions for individuals with
140 disabilities. This includes application-programming interfaces (API) that enable the ability
141 to create applications that enhance the accessibility of content.

142 It is important, however, to keep in mind that APIs do not eliminate or resolve all
143 accessibility challenges. For additional or more current resources on improving access to

Attachment A

144 Cerritos College-related social media and websites for individuals with disabilities, please
145 contact Web Administration in the Office of Public Affairs at **(562) 860-2451 x2966**.

146 **Photos and Videos**

147 When posting photos, videos, or other forms of media at public events, selection of these
148 media should be made with sensitivity to quality and the media's impact on the audiences'
149 perception of the College, department, program, or event. Please also consider the
150 privacy of individuals used in the media. Send an e-mail or provide visible (i.e. signage)
151 notification prior to the individuals exposed to the media letting them know you plan to
152 use their presence or likeness.

153 Videos posted online representing Cerritos College must include closed captioning.
154 YouTube has a free captioning tool that can be used to edit ~~online in the Video Manager~~
155 ~~section of videos on your~~ video channels. Use of aAny other video platforms will also
156 require captioning.

157 Faculty, staff, and students featured in promotional or marketing videos must complete
158 the Cerritos College Talent Release Form. Complete and submit the form to Cerritos
159 College Media Services website: **www.cerritos.edu/media**.

160 **Official Logo**

161 Use of the Cerritos College logo and the college name must be approved by the Office of
162 Public Affairs prior to creating a social media page. Users may request the logo from
163 Public Affairs.

164 **Prohibited Content**

165 Cerritos College's Office of Public Affairs manages and monitors the College's official
166 social media accounts, including **Facebook, Twitter, and Instagram**. As additional social
167 media platforms are adopted by the College, Public Affairs will continue its oversight of
168 such properties. If content posted on social media pages managed by departments and
169 programs contains prohibited content, Public Affairs will immediately remove the content.
170 Page administrators are encouraged to contact Public Affairs if materials warrant further
171 consideration.

172 The following types of content are prohibited from social media accounts representing
173 Cerritos College:

- 174 • Selling or promoting a commercial product or service not associated with Cerritos
175 College
- 176 • Content unrelated to Cerritos College business
- 177 • SPAM
- 178 • Inappropriate videos, images and/or text depicting and promoting hazing,
179 harassment (including, but not limited to, bullying, cyberbullying, and sexual

Attachment A

- 180 harassment), pornography, vandalism, stalking, underage drinking, illegal drug
181 use, or hate speech ~~or any inappropriate behavior or inappropriate language~~
- 182 • Content that violates state law, federal law, or College policies and codes of
183 conduct
 - 184 • Promotion of online gambling
 - 185 • Information--text and/or images--that are obscene, ~~or~~ defamatory, or misleading
 - 186 • Copyrighted material (without permission from the publisher or creator)
 - 187 • Confidential or private information about the College, employees or students
188 (including but not limited to social security numbers, medical records, etc.)

189 **Public Affairs Contact**

190 For more information regarding social media guidelines, please contact the Office of
191 Public Affairs.

192 Office of Primary Responsibility: President/Superintendent

Date Approved: