

General Institution

1 **AP 3070 SOCIAL MEDIA GUIDELINES**

2 **Reference:**
3 None

4 **Definition**
5 Social Media platforms are computer-mediated technology sites, applications, or online
6 services (e.g. Facebook, Twitter, Snapchat, Instagram, etc.) that facilitate the creation
7 and sharing of information, content, ideas, interests, and other forms of expression to
8 virtual communities and networks. Social media is also a method for marketing and
9 branding the District.

10 **Purpose**
11 The official source of communication for the College is its website. Organizations
12 authorized by Cerritos College should post announcements on the College’s website for
13 up-to-date information and use social media as an ancillary, not primary, source of
14 outreach.

15 Information posted on a social media account authorized by and representing Cerritos
16 College shall comply with the social media guidelines established by the College.

17 **Institutional and Affiliated Social Media Sites**
18 Divisions, programs, departments, or student clubs launching social media profiles must
19 notify the Office of Public Affairs prior to the deployment of any new social media profile.
20 The Office of Public Affairs maintains a record of all college-related social media profiles
21 and is the administrator of the College’s official social media pages.

22 Content posted on a social media site authorized or affiliated with Cerritos College must
23 comply with District Board Policy, Administrative Procedures, and federal and state
24 regulations. Content posted by individuals does not reflect the official policies or positions
25 of the Cerritos Community College District. Employees should familiarize themselves
26 with all social media policies and procedures, review the Social Media Best Practices
27 form, and the Social Media Account Checklist.

28 **Principles and Guidelines**
29 The principles and guidelines for social media use by Board members, employees, and
30 students embrace the free and open exchange of ideas while maintaining transparency,
31 honesty, respect, and civility.
32 • Non-authorized use of Cerritos College’s name and logo is prohibited. Permission
33 to use the College’s name or logo shall be approved by the Public Affairs Office.

- 34 • Users must adhere to the Cerritos College graphic standards as outlined in the
35 branding guide, available at www.cerritos.edu/public-affairs/graphic-standards/,
36 when designing profile or background graphics.
- 37 • Board members and employees shall follow the Institutional Code of Ethics. [BP
38 3050; AP 3050]
- 39 • Social media accounts shall refrain from exploitation, harassment, or
40 discriminatory treatment of individuals as defined by federal, state, or local laws
41 and regulations.
- 42 • Social media accounts shall not post confidential or proprietary information as
43 defined by federal, state, and local laws and regulations.
- 44 • Social media accounts shall not impersonate the College (a division, department,
45 or area of the College) or another person in a confusing or deceptive manner.
- 46 • Social media accounts authorized by the College must have one (1) full-time
47 faculty, staff and/or manager as administrator.
- 48 • Social media accounts authorized by and representing Cerritos College are
49 prohibited from posting:
- 50 ○ Content unrelated to Cerritos College business
 - 51 ○ Content that violates federal, state, or local laws and regulations
 - 52 ○ Content depicting or promoting the exploitation, harassment, or
53 discriminatory treatment of individuals as defined by federal, state, or local
54 laws and regulations
 - 55 ○ Content that does not adhere to accessibility standards as defined by
56 federal, state, or local laws and regulations
 - 57 ○ Content that is copyrighted without the permission of the publisher or
58 creator
 - 59 ○ Content that infringes upon the intellectual property rights of a publisher or
60 creator
 - 61 ○ Marketing content featuring the Board, administrators, faculty, staff, or
62 students without their expressed consent in the Cerritos College Talent
63 Release Form
 - 64 ○ Content that is confidential or private as defined by federal, state, or local
65 laws and regulations (e.g. social security numbers, employee or student ID
66 numbers, medical records, etc.)
 - 67 ○ Content promoting online gambling
 - 68 ○ Content selling or promoting a commercial product or service (authorized
69 fundraising by the College is permitted)
 - 70 ○ Spam

71 **Violations**

72 Cerritos College shall reserve the right to request content be changed or removed from a
73 social media account authorized by Cerritos College if it violates the Social Media
74 Guidelines in this procedure.

75 For Board Members and Executive Council, the Office of Public Affairs is responsible for
76 addressing social media violations.

- 77 • For employees, the respective Vice President or designee (e.g. Academic Affairs,
78 Students Services, Business Services, or Human Resources) is responsible for
79 addressing social media violations.
80 • For students, the designated administrator for the social media account, in
81 collaboration with the Office of Judicial Affairs and the Dean of Student Services,
82 is responsible for addressing social media violations.

83 **Campus Safety**

84 In the interest of public safety, users who become aware of any social media posts that
85 indicate any potential danger to the safety of the campus community and/or the
86 community-at-large shall alert Campus Police without delay. Posts that portend danger
87 are those that include, but are not limited to, threats against safety or well-being, or threats
88 of violence (e.g. death threats, bomb threats, shooting threats, sexual harassment,
89 bullying, etc.).

90 **Social Media Directory**

91 The Office of Public Affairs shall establish a social media directory for all organizations
92 authorized by the College.

93 Office of Primary Responsibility: Public Affairs

Date Approved: May 13, 2019

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