



## **SOCIAL MEDIA GUIDELINES**

These basic guidelines will assist faculty, staff, and students at the San Joaquin Delta Community College District who create, administer or post to social media sites such as Facebook, Twitter or YouTube on behalf of the district. The district supports the use of social media as a valuable tool to further its vision and mission, support student learning, student success, communication, promote college activities, staff development, and create a thriving online community.

Social Media sites reflect on the district and should therefore be written and structured in an appropriate, ethical, professional and lawful manner. If activity on a social networking site is offensive or violates district policy, it may result in disciplinary or legal action. Use of the district's official media sites and approved accounts indicates that you have read and will abide by these guidelines. The college reserves the right to **moderate and remove any comments and posts** that do not fall within its official guidelines.

*An official district social media platform* is a site authorized by the superintendent or designee. Sites that have not been authorized by the superintendent or designee, but contain content related to the district or comments on district operations, such as a site created by other school-connected organizations, a student or employee's personal site, are not considered official district social media platforms.

### **Social Media Site and Posting Considerations:**

1. Consider a few basic objectives before creating a social media post:
  - What do you plan to achieve with this social media post?
  - What kind of information do you want to share or receive on the page?
  - Who (what audience) will you engage, read and comment on your social media post?
  - Is this particular site the appropriate venue?
2. Personal information should not be posted on social media sites, including but not limited to: Student Identification Numbers, Employee Identification Numbers, Social Security Numbers, Personal Addresses, Phone Numbers, or Driver's License Numbers.
3. Delta's social media sites should only be used for college or district-related purposes. Are your links, videos or photos appropriate? Do they fall within district policy guidelines?
4. The employees responsible for posting to the social media sites must regularly monitor the content to see that guidelines and appropriate standards are followed.

5. Social media sites are not private, and the expectation of privacy is not conveyed to you as a user or administrator of the site. Expect questions, feedback and comments directed to you individually.

## **Standards for Appropriate Conversation**

Although online conversations and media posts on social media sites are often casual, they must remain professional and respectful. Comments on official college social media pages are monitored to ensure compliance with its social networking guidelines. Those posts not in compliance with the district's guidelines will be removed.

## **Content Deletion Guidelines**

### **Posts – Comments – Multimedia – Links**

- Libelous, slanderous, inflammatory or defamatory
- Vulgar, racist, sexist or homophobic
- Obscenities/obscene materials
- Comments/materials pertaining to violence
- Comments that are not respectful
- Comments that are not relevant to the topic
- Incorrect/inaccurate information
- A commenter who is misrepresenting themselves
- A single person who is dominating the conversation
- An advertisement for a commercial business
- Information that violates student privacy under the Family Educational Rights and Privacy Act of 1974 (FERPA)
- Information that violates staff privacy

## **Photo/Video Guidelines**

Photos/Videos posted on social media pages should favorably portray the district and the persons depicted in the photos/videos. The following guidelines should be followed when posting photos/videos:

- Photos/Videos must not violate the "Content Deletion Guidelines" (see above).
- Photos/Videos of children should not be posted without expressed consent release from their parents. Always use great caution when posting photos/videos of young children.
- Photos/Videos of public events can be posted on social media sites, but they must be appropriate and reflect the college in a positive light. The media should contain

content that may be posted on the district's official social media and web sites in accordance with district guidelines. Basic rules of good taste and appropriate policy standards will be observed.

- Photos/Videos that are not public or are not produced on district properties must have a release signed by each person in the photo/video.

## **Best Practices**

Freedom of speech must be exercised responsibly on the district sites. These succinct recommendations provide a roadmap for constructive, respectful, and productive use of social networking sites:

### **When Creating Posts:**

- **Be Respectful**  
Respect your audience and your colleagues. Take care not to engage in any conduct that would not be acceptable in the workplace.
- **Get Your Facts Straight**  
Research your post! Ensure that you are providing **accurate information** so that you are not misrepresenting the college, district or an individual. For example, the "Who, what and where?" of a post should not be taken for granted.
- **Be Mindful of Your Public Image**  
Consider the image you want to portray about the college and yourself to the public. Be mindful that what you post may be viewed by parents, students, administrators and community members. As we all know, in this digital age, ***posts stay public for a long, long time.***
- **Use Your Best Judgment**  
Remember, there may be consequences to what you post, so consider your content carefully. If you are about to post something that makes you the slightest bit uncomfortable, review the college policy guidelines and think about whether to post the comment or link.
- **If in Doubt, Don't Post!**  
Don't be afraid to seek advice!

### **When Commenting on or Sharing Posts:**

- Be honest about who you are
- Be clear that your opinions are your own
- Be respectful of others' ideas and opinions
- Use good judgment in sharing only public information
- Show awareness that **what** you say is permanent

## Logos

The college logo(s) (including Athletics/Mustang) will only be used on the district's official social media sites: Facebook, Twitter, YouTube, etc. Outside organizations will need to obtain district permission before posting official college logos on their social media or web sites. Normally, outside organizations will be groups **partnering** with the college for instructional activities, an event or sponsorship.

## Social Media Site Design/Colors

The college's social media sites will maintain uniformity with the district's distinct color and official design standards (as best as possible) from site to site. These design schemes, along with the official college logo(s), represent the district's unique branding presentation to the public. Official San Joaquin Delta College social media sites should refer to the college's latest logo/color scheme usage **guidelines** to maintain uniformity in our branding practices and outreach the community. The Brand Standards can be found here:

<https://www.deltacollege.edu/brandstandards>

## Press Inquiries

Postings may generate media coverage. If a member of the media contacts the college about a social media posting or requests additional information, contact the Marketing, Communications and Outreach Office, (209) 954-5131, to provide further information or arrange for contact with the content provider. Always confirm that any information posted has been publicly disclosed.

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