

Cypress College Social Media Guidelines

Purpose

Social media is a communication tool used for interaction between Cypress College and the greater community, including, but not limited to: prospective and current students, residents, Cypress alumni, faculty, staff, and administrators. It is also a method of branding the college and educating students, potential students, staff, and the community about who we are. The use of social media is to promote the mission of Cypress College.

Guidelines

Cypress College supports and encourages the use of social media by the campus community. Social media accounts must be requested through the Office of Campus Communications and said office must have administrative rights.

Users should remember that all information posted on a social media site belonging to an organization sanctioned by Cypress College (division, department, program, etc.) must be in compliance with the Cypress College Social Media Guidelines, NOCCCD Social Media Guidelines, District Board Policy & Administrative Procedures, and federal and state regulations. Cypress College assumes no liability for use of social media sites and blogging with students other than through Cypress College-sanctioned sites (division, department, program, etc.).

Cypress College, through the Office of Campus Communications, reserves the right to determine if content posted to sanctioned social media sites conforms with college guidelines. Social media sites incorporated and used in conjunction with regular instructional activities are not subject to these guidelines. Every effort will be made to delete user-posted content deemed inappropriate, including:

- Posts in violation of Federal, State, or local laws
- Posts in violation of the NOCCCD Board Policies and/or Administrative Procedures
- Libelous, slanderous, or defamatory comments
- Vulgar, racist, sexist, or ethnic slurs
- Comments pertaining to violence
- Sexual harassment
- Personal attacks
- Obscenities
- Plagiarized material
- Private information published without consent
- Commercials, soliciting for personal gain or profit, or spam
- Comments that suggest or encourage illegal activity
- Posts that infringe on copyrights or trademarks
- Incorrect information
- Photographs or videos with sexual content

Content must also adhere to any proprietary “code of conduct” or “terms of use” stated by the housing social media platform.

Social media accounts outside of the main campus accounts are not to present themselves as separate from the college. These accounts should share the content of the main campus accounts and tag Cypress College in their self-created content to facilitate the sharing of content. This is an important way of amplifying the college’s message.

Responsibility

The Office of Campus Communications is delegated responsibility for creating, managing, and removing content from any of the social media sites. This office is also responsible for monitoring postings, and taking appropriate action when necessary.

Cypress College employees are encouraged, but not obligated, to participate in institutional social media forums. If an employee notices a post that he/she deems incorrect or inappropriate (as outlined by the Social Media Guidelines), contact the Office of Campus Communications for appropriate action.

Monitoring

Online presences may be checked by the Office of Campus Communications for inappropriate content, misuse, questions, concerns, abuse of the page, or spamming. Cypress College cannot guarantee that inappropriate content will not be posted, but will attempt to remove it once discovered and/or reported.

Each social presence shall list a way for users to contact the administrator of each page.

NOTE: Social media pages that are not the main Cypress College pages must add the Office of Campus Communications as an administrator. In no case shall the access credentials for a social media site reside exclusively with one representative of the college.

Conduct

Acceptable online participant conduct is similar to that of the conduct expected in the classroom or on campus. Therefore, the following is expected of the online community that belongs to each of Cypress College’s online presences:

- Respectful behavior: treating everyone with civility, courtesy, tolerance and acceptance, and recognizing the worth, dignity, and unique characteristics of each individual.
- Accountability: taking personal responsibility for one’s own online actions and decisions. Fair and just actions utilizing equitable processes in decision making.
- Compassion: caring for others, both within and apart from the online Cypress College community. Providing services to others in a manner that reflects our commitment to them and to their well-being.

Content

Social media is meant to provide followers with information regarding the college, engage users in conversation, and serve as a place where followers can communicate among each other and with the college informally.

The administrators of the media are to create a persona that will serve as the voice of the institution. This voice is to be consistent, understanding, and personable. Please see the Identity and Style guides regarding institutional voice.