San Diego Mesa College Social Media Guidelines

April, 2023

Introduction
San Diego Mesa College utilizes social media to engage with the Mesa College community, which includes the San Diego Community College District current and prospective students, faculty, classified professionals, administrators and the public. Social media accounts are used to promote the College's mission and values, as well as departments, programs and events, and to build a sense of community.

These Social Media Guidelines are provided by the Mesa College Office of Communications with the intent of providing information to the campus departments and programs regarding the use of social media for accounts associated with the college, and to protect the college brand when promoting Mesa College, activities, services, program and events via social media channels. To ensure consistency of messaging and branding, please follow the guidelines provided here and in social media training. If you have any questions, please contact the Mesa College Office of Communications.

Setting up a Social Media Account
Mesa College faculty, administrators and classified professionals, with the permission of their respective supervisors, can set up a San Diego Mesa College social media account on behalf of their department or program once they have completed social media training with the Office of Communications. Students are not allowed to set up social media accounts on behalf of the college (with the exception of sanctioned Student Clubs, overseen by faculty or staff advisors).

If you are considering starting a social media account of behalf od a Mesa College Program, please submit a project request for training and email the Office of Communications Campus Digital Communications Specialist, Pablo Vela at pvela@sdccd.edu before opening a new account.

The Campus Digital Communications Specialist will ensure that an account does not already exist, verify with the Supervisor that permission to set-up the account exists, then set up a training meeting with you to discuss details, such as the name, the presentation and account management. The Campus Digital Communications Specialist can offer social media recommendations, training and best practices. The Office of Communications, through the Campus Digital Communications Specialist, works with department and program social media managers to provide guidance, recommendations, training and coordination, but not direct management.

Account Management and Assistance
Mesa College's Campus Digital Communications Specialist manages the Mesa College social media accounts ("San Diego Mesa College" on Facebook, Twitter, Instagram, LinkedIn, YouTube, etc.). Department and program accounts are managed by Mesa College personnel within that department or program (students are not allowed to manage official social media accounts). The guidelines in this document apply equally to the Mesa College accounts and the department- or program-level accounts. Departments must provide the social media specialist with information on each social media account that is affiliated with a department or program so that it can appear in the College Social Media directory.
The Office of Communications may request social media analytics to any social media account affiliated

with San Diego Mesa College.

General Information and Guidance
Below is general information and guidance for San Diego Mesa College social media accounts.

Definitions
Social media is defined as "interactive digitally-mediated technologies and platforms that facilitate the creation or sharing/exchange of information, ideas, career interests, and other forms of expression via virtual communities and networks".

Users usually access social media services via web-based apps on desktops and laptops, or download services that offer social media functionality to their mobile devices (e.g., smartphones and tablets). As users engage with these electronic services, they create highly interactive platforms through which individuals, communities, and organizations can share, co-create, discuss, participate, and modify user-generated content or self-curated content posted online.

Some of the most popular social media websites, with over 100 million registered users, include:
- Facebook (and Facebook Messenger)
- Twitter
- Instagram
- LinkedIn
- YouTube
- Snapchat
- TikTok

Mesa College has the following accounts:
- Facebook
- Twitter
- Instagram
- LinkedIn
- YouTube
- Snapchat
- TikTok

Hashtags
A hashtag is an easy way for people to categorize, find and join conversations on a particular topic. The hashtag is used to highlight keywords or topics within a Tweet, and can be placed anywhere within a post. The hash mark, or pound symbol, (#) is now known by social media users as a "hashtag" or "hash tag". Posts that have the same keywords prefixed with the # symbol are grouped together in user searches, bringing a level of order to the frenzied chaotic world of Twitter. (*from hashtag.org)*

Mesa College uses multiple hashtags, including:
#SDMesaCollege
#SanDiegoMesaCollege
#SDMesa
#WeAreMesa
#GoOlympians
#SomosMesa
#MesaAlumni

Naming Conventions in Social Media
- Please use San Diego Mesa College (or SDMesaCollege) when naming your account. This helps to distinguish us from other colleges with 'Mesa' in the name.
- If possible, avoid acronyms. Faculty and staff may be familiar with acronyms, but your audience may not be.
- If your department or unit name is too long to use in its full form, abbreviate as necessary, but be sure to use the full name and "San Diego Mesa College" in your page description. Reach out to the Campus Digital Communications Specialist for a naming solutions recommendation if you come across this problem.

Use of the San Diego Mesa College Logo in Social Media
The San Diego Community College District and Mesa College has logo guidelines for official logo usage. The Mesa College Office of Communications can create an official stacked logo for Mesa College departments and programs that do not already have them. Please submit a Project Request to engage our services.

Content

About San Diego Mesa College
For Mesa College About Us (boilerplate), mission, vision and values text, please see the Mesa College Style Guide on the Office of Communications webpage.

About Your Department or Program
Please use language and text consistent awith information provided on your program webpage and other promotional material. The helps with search engine functionality and makes Mesa's information easier to find on line.

Posting on Behalf of Mesa College
The guidelines in this section are specific for users who manage a formal Mesa College-branded account for a Mesa College department, program or other official group.
- **Be connected.** The Campus Digital Communications Specialist will schedule you for training to ensure consistent branding and content. You can also view the list of Mesa College affiliated social media pages in order to like, comment, share and boost posts.
- **Be respectful and thoughtful.** As a Mesa College employee or representative, you should be mindful of the college's mission as a forum for thoughtful discussion of opposing ideas. Some online communities can be volatile, tempting users to behave in ways they otherwise would not. Your reputation, and that of Mesa College, is best served when you do not engage in negative comments. If you have concerns, speak with your Supervisor.
- **Be responsive.** Monitor your social media regularly to be aware or posts, comments and questions. Please do your best to reply in a timely and appropriate manner (within 24-48 hours if possible).If you do not have a staff member monitoring your account several times a week, make sure the profile includes information about where prospective student can go to get info (such as the live shat or Student Services).
- **Be transparent.** Clearly state your role and goals.
- **Keep your personal views separate.** Avoid political or personal comments on College accounts.

- **Be accurate and professional**. Pay attention to grammar, spelling and factual details.
- **Be focused and topical.** Posts and topics should relate to your department/program/event, target audience and serve the college's mission. It is OK to post general information or fun items to build community, as long as they are appropriate.
- **Be secure.** Maintain unique passwords for each account. Change passwords regularly. Do not share passwords with students (Mesa College social media accounts must be managed by faculty and/or staff).
- **Know with whom you're interacting.** Thousands of people follow Mesa College on social media; not all of them follow our standards of online decorum. Use caution when sharing or retweeting content from people whose behavior does not embody the values of the college. If the person's name is vulgar, or if their posts are explicit, rude or profane, do not share their material or otherwise acknowledge them. Doing so might be interpreted by our audience as an endorsement by Mesa College — even if we include a disclaimer.
- **Respect copyrights.** Always give people the proper credit for their work and make sure you have the right to use something before you share it. Never post copyrighted photos, music, text or video content without the permission of the copyright owner.

Pro-Tips:

Streamline your social-media presence. Use your discretion when deciding which social media platforms to use and how much time to devote to updating them. It's better to have a robust, lively presence in one medium (i.e., Twitter) rather than to have mediocre, inconsistent content on several sites. Don't create multiple accounts for your department or program on the same site – this will confuse your audience. On Facebook, use a "like" page, which is typically used by an organization, rather than a "friend" page, which is intended for an individual.

Avoid Over-posting. Try not to send more than a few post a day unless you are tweeting live from an event. Flooding your readers with content may seem like a great way to get the word out, but high volume posting will likely be perceived as spam and people will choose to "unfollow" you or "mute" you.

Story Sharing. There is no limit on story resharing, but if you are promoting an event with a link please add the link button to your story post. Doo not use QR codes for this function.

Comment Policy
- Mesa College encourages active discussion and sharing of information and thoughts on all of our social media platforms.
    - However, content that includes profanity, personal attacks, commercial promotions, political rhetoric, SPAM.
    - Repeated postings or is otherwise deemed inappropriate isn't permitted.
- If a student needs information on other services, please refer them to the appropriate department, program or resource.
- If a situation appears to be an emergency, or a user appears to be in crisis, please refer the user to the appropriate emergency resource (911, etc.) and contact your supervisor immediately.

For any questions, concerns, or comments, please contact Jennifer Nichols Kearns, Director, San Diego Mesa College Office of Communications at jnkearns@sdccd.edu.

User Policy: We expect all individuals commenting on the San Diego Mesa College Facebook page to be respectful. Posts and comments by individuals on our pages do not reflect the opinions or policies of the College, and we retain the right to moderate or remove comments for any reason. Posts and comments by individuals on our pages do not reflect the opinions or policies of the College.

Mesa College Facebook Community Guidelines

- Keep it relevant and stay on-topic. Comments or links about issues other than the topic posted on may be deleted.
- Add value: Be a part of the conversation; don't take it over.
- While debate is welcome, personal attacks and abusive language are not acceptable. If such behavior continues, you may be banned from the page.
- We may remove any content that others might find offensive or threatening, including profanity.
- We will not tolerate racism, sexism, homophobia or other forms of hate-speech. Comments that could be interpreted as such may be removed.
- We may delete any content that may put us in legal jeopardy, such as potentially libelous or defamatory postings, or material posted in potential breach of copyright.
- We may remove any posts that are obviously commercial or otherwise spam-like, including multiple identical posts.
- We discourage posts containing personal contact information like phone numbers, student ID #s or addresses. Such posts may be deleted.

Please note: Users are also subject to the terms of service of Meta.