

Orange Coast College

Social Media Guidelines

OCC maintains official pages on the major social media platforms (MySpace, Facebook, Twitter, YouTube) to disseminate information and connect people to the college and its services.

Following are guidelines for using social media and communicating on OCC social media sites.

- **Respect others.** Users are free to discuss topics and disagree with another, but please be respectful of others' opinions. You are more likely to achieve your goals or sway others to your beliefs if you are constructive and respectful while discussing an experience or disagreeing with a concept or person.
- **Be a valued member.** If you join a social network like a Facebook group or comment on someone's blog, make sure you are contributing valuable insights. Don't post information about topics like OCC events or a book you've authored unless you are sure it will be of interest to readers. Self-promoting behavior is viewed negatively and can lead to you being banned from Web sites or groups.
- **Don't spam.** Use the space as a platform to share information about your work and achievements.
- **Stay on topic.** Engage in open discussion about topics that are irrelevant to OCC.
- **Be transparent.** If you participate social media discussions, clearly state your name and affiliation.
- **Be respectful.** On all OCC social media sites, we seek to respect the dignity of others through civil and thoughtful discussion. Some online communities can be volatile, tempting users to behave in ways they otherwise wouldn't. Your reputation is best served when you remain above the fray.
- **Be accurate.** Make sure that you have all the facts before you post. It's better to verify information with a source first than to have to post a correction or retraction later. Cite and link to your sources whenever possible; after all, that's how you build community.
- **It's a conversation.** Talk to your readers like you would talk to real people in professional situations. Avoid overly pedantic or "composed" language. Be yourself and say what's on your mind. Consider content that's open-ended and invites response. Encourage comments. You can also broaden the conversation by citing others who are blogging about the same topic and allowing your content to be shared or syndicated.
- **Did you misspeak?** If you make a mistake, admit it. Be up front and make the correction. If you're posting to a blog, you may choose to modify an earlier post—just make it clear that you have done so.
- **Be a Leader.** There can be a fine line between healthy debate and incendiary reaction. No need to diss the competition or respond to every criticism or barb. Try to invite differing points of view without inflaming others. Some topics—like politics or religion—can be sensitive territory. So be careful and considerate. Once the words are posted, you can't get them back. And once an inflammatory discussion gets going, it's hard to stop.

In short, use common sense, treat people well, report what you know, and be transparent and genuine.

For further reading check out [10 golden rules of social media](#)

Orange Coast College's new media resources help students, faculty, and staff encourage engagement and commentary about education and campus life. Social media is a means of communicating and networking online using a variety of channels.

You can find links to OCC's social media pages at:

http://www.orangecoastcollege.edu/about_occ/Communications_and_Marketing/socialconnections.htm.

Facebook Fan Page (Public Profile)

The Facebook Fan Page allows fans to interact through status updates, videos, links, notes, discussions and photos and allows OCC to hear and connect with fans.

Guidelines for the OCC Facebook Fan Page:

- OCC status updates will be accurate and contain only factual information.
- OCC will note any corrections made to errors immediately in the original status update via the comment feature.
- OCC fan comments will be replied to, or forwarded to, the appropriate department for response wherever appropriate.

Guidelines for interacting with the OCC Facebook Fan Page Participation is both encouraged and desired so User Generated Content (UGC) is welcome.

If you have a personal Facebook profile, we encourage you to become a fan of the official Fan Page at: <http://www.facebook.com/pages/Costa-Mesa-CA/Orange-Coast-College/28124781093>.

For the safety of all students and faculty, and the integrity of Orange Coast College, please keep the following rules and guidelines in mind when participating on the OCC Facebook Fan Page:

Status updates containing personal information like home addresses, phone numbers or other personal and confidential information are not permitted. Updates placed on the page containing this type of information will be deleted immediately and the author may be permanently blocked from the Fan Page.

Remember: If you wouldn't say it out loud in public, then please don't write it on the OCC wall or anywhere else on the Fan Page. Also, please remember that you should only post content to which you have ownership rights. This is an official OCC account and you are representing OCC.

The following types of content are subject to editing or complete removal in the sole discretion of OCC:

- Content that contains the first name, last name (other than the default Facebook profile information provided when adding the content);
- Location or other personal and confidential information about a fellow student, faculty member, OCC employee, potential student or community member;
- UGC that does not comply with OCC's Non-Discrimination Policy, contains derogatory, sexually pornographic, illegal, blatantly profane, violent or otherwise defamatory content;
- UGC that does not apply to OCC, is off-topic or would be considered spam;
- UGC that is intended to sell promote, advertise or market any product, service, organization or individual;
- Any other UGC that OCC, in its sole discretion, deems to be inappropriate, given the intended purpose of the Facebook fan page.

No unauthorized use of the OCC name, logo or any other branded mark to promote or endorse any product, service, person, program or entity of any type is permitted. Although the Fan Page is moderated and monitored, status updates and UGC are permitted without prior authorization from OCC. However, any UGC that is deemed inappropriate (see prior examples) will be removed without notification to the submitter.

Twitter

The Twitter profile allows followers of OCC to receive regular updates about OCC in a micro-blogging format and allows OCC to receive updates from the persons and institutions that they are following.

Management Guidelines for the OCC Twitter Account

- OCC tweets will be accurate and contain only factual information.
- OCC will correct errors immediately and may note the original feed for contextual purposes.
- OCC follower tweets will be replied to or forwarded to the appropriate department for response wherever appropriate.

Guidelines for interacting with OCC on Twitter

As is the case with the Facebook Fan Page, participation is both encouraged and desired, so tweets directed to @orangeoast are welcome.

If you have a personal Twitter profile, we encourage you to follow us at: <http://twitter.com/orangeoast>.

For the safety of all students and faculty, and the integrity of Orange Coast College, please keep the following rules and guidelines in mind when interacting with OCC on Twitter:

Do not send tweets containing personal information (other than the profile information provided by the author from within their own Twitter personal profile) like first names, last names, location, home addresses, phone numbers or other personal and confidential information about a fellow student, faculty member, OCC employee, potential student or community member on the main page or via direct message (unless approved as a third-party app and specifically related to the author of the actual tweet or acceptable 'retweet'). The person supplying that type of information may be 'unfollowed' and blocked.

Do not send tweets that contain derogatory, sexual, pornographic, discriminatory with regard to race, color, religion, age, gender, disability, sex, marital status, sexual orientation, national origin, or affiliations, veteran status or any other bias that is or may be prohibited by laws, illegal, blatantly profane, violent or otherwise defamatory language or information.

Do not send tweets on behalf of OCC or that appear to be associated with OCC that are intended to sell promote, advertise or market any product, service, organization or individual.

YouTube

The YouTube Channel allows subscribers, friends and the general viewing audience of the OCC channel to view, comment and create original video responses to video content posted by Orange Coast College. Video content may include campus life, program information, events, marketing and other school-related subject matter.

Management Guidelines for the OCC YouTube Channel

- OCC videos will be accurate and contain only factual information.
- OCC will correct errors immediately and may annotate the original video for contextual purposes.
- OCC subscriber, friend and viewer comments and video responses will be replied to or forwarded to the appropriate department for response wherever appropriate.

Guidelines for interacting with OCC on YouTube

The OCC YouTube Channel can be accessed at: <http://www.youtube.com/orangecoastcollege>.

For the safety of all students and faculty, and the integrity of Orange Coast College, please keep the following rules and guidelines in mind when interacting with OCC on YouTube:

Do not post video responses or comments containing personal information like first names, last names, location, home addresses, phone numbers or other personal and confidential information about a fellow student, faculty member, OCC employee, potential student or community member on the channel

Do not post video responses or comments that contain derogatory, sexual, pornographic, discriminatory with regard to race, color, religion, age, gender, disability, sex, marital status, sexual orientation, national origin, or affiliations, veteran status or any other bias that is or may be prohibited by laws, illegal, blatantly profane, violent or otherwise defamatory language or information.

Do not post video responses or comments that are intended to sell promote, advertise or market any product, service, organization or individual OCC may in its sole discretion may remove any video response or comment that it deems to be inappropriate, given the intended purpose of the YouTube channel.

Guidelines may be updated from time to time by OCC at its sole discretion. Please review them regularly for updates and new procedures.

Orange Coast College Social Media Guidelines

General recommendations

Be Respectful

- Use courtesy, honesty and good judgment in all your posts and responses
- Keep your posts and responses simple and conversational
- Audiences who may be reading your posts include current and prospective students, faculty, staff, donors, alumni, legislators, parents, school counselors, the media, or future employers

Be Transparent

- Clearly state your name, school, group or affiliation – don't be a mole
- If you make a mistake or misstatement, admit it and fix it
- Respect copyrights and fair use
- Make sure you attribute when you borrow content
 - *Note that Orange Coast College [logos](#) and mottos are trademarked so use appropriately
 - Orange Coast College®
 - We'll help you get there.™
 - OCC... Where champions start.™

Add value

- Share your knowledge
- Be accurate
- Stay on topic
- Don't spam

Think before you post

- Posts can never be eradicated because of archival systems, forwards, retweets, etc., so think before you post, especially when discussing something potentially sensitive

Be responsive to feedback

- Continue the conversation flow
- Build community

Link to OCC Web pages

To give more information that will remain updated, be sure to link to OCC Web pages. This also increases the search engine optimization of those pages. *Follow Information Technology [policies and procedures](#)*

Posting on behalf of OCC

Avatars

The use of Orange Coast College logos as avatars on social media sites is reserved for use on official OCC sites and should not be used by individuals. Photography that represents the College in a positive light is acceptable and recommended if individuals wish to be represented on such sites with an Orange Coast College image.

Political statements

Refrain from making political statements when representing Orange Coast College.

Define your role

Check with your supervisor/advisor to be clear about when and how you should post or respond to posts as an OCC employee/student.

Personal site guidelines

Be transparent

Feel free to identify yourself as an Orange Coast College faculty, staff or student, but be clear that your views shared on your personal site are yours and not necessarily shared by the College.

Liability

You are legally liable for what you post, no matter if it is your own site or that of others. Possible liabilities include: copyright infringement, breach of confidentiality, defamation, libel, and obscenity.

Orange Coast College logos

Do not use any OCC logos or images on your personal sites for any reason and especially not to promote any products, causes, or political parties or candidates.

Protect yourself

Be careful not to reveal information that could put you at risk for identity theft ([Protecting Reputations Online in Plain English](#)).

If you have questions, please call the OCC Communications & Marketing Department at (714) 432-5725.
