



Social Media Guidelines

Purpose:

This guideline applies to the use of the college's name, likeness, logo, and information about Cuesta College on social media platforms such as or similar to Facebook, You Tube, Twitter and Instagram. The intent of this guideline shall remain intact although the platform may change over time.

Responsible Parties:

The Advancement/Marketing Department is the registrar of the college's social media pages. Those who wish to start a social media account that has the name or logo of Cuesta College must register the site with the Advancement/Marketing Department.

Examples of those who need to register their site:

- Those who wish to use the college's name, likeness, or logo on any social media sites
- An employee or student group on campus that seeks to create a social media site affiliated with an official college group

Athletics: The college will maintain one official college athletic team social media site, per the California Community College Athletic Association Bylaws. The site will identify as the college's official site, with a disclaimer regarding the existence and accuracy of the information about their athletic program.

Content:

Although the college encourages lively discussion, the College is not responsible for content created by students or employees on unofficial social media sites.

However, if a situation involving offensive or unlawful content arises, the college reserves the right to remove content from the official college pages or require the site that bears the college name and logo to remove content.

Content created by site administrators on Cuesta College-affiliated social media sites must relate directly to college business, programs, services or related interests. Content placed by site administrators cannot promote nor link out to individual opinions or causes. If an officially affiliated site is established, it must adhere to existing college policies governing employee and student behavior, in addition to any and all policies required by the social media site. Users must comply with all federal copyright regulations, including the [TEACH Act](#).

College social media sites that do not follow these guidelines will be required to remove the site.

See also:

- 1500 Public Affairs and Community Relations
- BP 5500 Standards of Conduct
- AP 3720 Computer and Network Use
- California Community College Athletic Association Constitution <http://www.cccaasports.org>