WLAC WEBSITE AND SOCIAL MEDIA GUIDELINES

These basic guidelines will assist West Los Angeles College (WLAC) faculty, staff and students who create, administer or post to web and social media sites including Etudes, the College’s Learning Management System (LMS), Kentico, the College’s Content Management System (CMS), Facebook, Twitter, Flickr or YouTube on behalf of the College. WLAC supports the use of web and social media as valuable tools to further its vision and mission, support student learning, student success, communication, promote college activities, staff development and to create a thriving online community.

Web and social media sites reflect on the College and should therefore be written and structured in an appropriate, ethical, professional and lawful manner. If activity on a website or social networking site is offensive or violates College or District policy, it may result in disciplinary or legal action. Use of the College’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 College website or social media platform is a site authorized by the College President or designee.

Sites that have not been authorized by the College President or designee, but contain content related to the College or comments on College operations, such as a site created by other College connected organizations, a student or employee's personal site, are not considered official College website or social media platforms.

Website and Social Media Site Posting Considerations

1. Consider a few basic objectives before creating a website or social media post:
   - What do you plan to achieve with this 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 website or social media post?
   - Is this particular site the appropriate venue?

2. Personal information should not be posted on College web or social media sites, including but not limited to:
   - Student Identification Numbers
   - Employee Identification Numbers
   - Social Security Numbers
   - Personal Addresses
   - Phone Numbers
3. WLAC's web and social media sites should only be used for College-related purposes. Are the links, videos or photos appropriate? Do they fall within College and District policy guidelines?

4. The employees responsible for posting to web and social media sites must regularly monitor the content to see that guidelines and appropriate standards are followed.

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

   **Content Deletion Guidelines**

   Content includes posts, comments, multimedia, links

   • Libelous, slanderous, inflammatory or defamatory statements

   • Vulgar, racist, sexist or homophobic remarks

   • Obscenities/Obscene materials

   • Comments/Materials inciting violence

   • Disrespectful comments

   • Off topic comments

   • Incorrect/Inaccurate information

   • A commenter who is misrepresenting his or herself

   • A single person who is dominating the conversation

   • An advertisement for a commercial business

   • Information that violates student privacy under FERPA

   • Information that violates staff privacy

   **Photo/Video Guidelines**
Photos/Videos posted on social media pages should favorably portray the College 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 College’s official websites and social media sites in accordance with College and District guidelines. Basic rules of good taste and appropriate policy standards will be observed.

• Audio/Photos/Videos must have a release signed by each person in the recording/photo/video allowing the College to use their image/voice/name in all forms and media.

• All uploaded documents, images, audio and/or video content must be original content produced by the site or have written permission to use such images, audio or video for the social media site.

• All media uploaded to social media sites that is licensed by creative commons must contain proper attribution specific to the creative commons license. For more information on creative commons licenses, please visit https://creativecommons.org/licenses/

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 web and 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.

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.

- When in doubt, don’t post
- Don’t be afraid to seek advice
- Use common sense and good judgment

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/Wildcats) will only be used on the College’s official web and social media sites: Facebook, Twitter, YouTube, etc. Outside organizations will need to obtain permission before posting official College logos on their social media or web sites. Normally, these groups would be partnering with the College for instructional activities, an event or sponsorship.

Social Media Site Design

The College’s social media sites will maintain uniformity with WLAC color and design standards from site to site. These design schemes, along with the official College logo(s), represent the College’s unique branding presentation to the public.

Press Inquiries

If a member of the media contacts the College about a web or social media posting or requests additional information, contact the Public Relations Office to provide further information or arrange for contact with the content provider. Always confirm that any information posted has been publicly disclosed.
Content for these guidelines was derived and adapted for West Los Angeles College use from various social media examples, including California School Boards Association Social Media Guidelines, Delta College, Grossmont-Cuyamaca Community College District, Folsom Lake College and author experience/training.