

Social Media Guidelines for Student Leaders and Organizations at De Anza College

Overview

As a leader or member of a recognized student organization at De Anza College, you represent the voice of your peers and are charged with the accurate dissemination of news and information related to your organization. Regardless of your opinion, people will see you, your thoughts, and your actions as a reflection of the organization you are members of, regardless of whether they are your individual ideas or that of the organization.

Below are some guidelines for using social media as a part of your student organization.

Student organizations represent themselves in all online venues including, but not limited to:

- Websites
- Blogs
- Wikis
- Social Networking Services
- File and Media Storage and Sharing Services
- Email
- Chat and Messaging Services
- Polling and surveying services

Examples of these services include, but are not limited to:

- Canvas
- Zoom
- Facebook
- Twitter
- Reddit
- LinkedIn
- Discord
- Instagram

- YouTube
- TikTok
- Facebook Messenger
- Skype
- WhatsApp
- Telegram
- Snapchat
- Pinterest
- Google Drive
- iCloud Drive
- OneDrive
- SurveyMonkey
- Poll Everywhere

Students should maintain a professional demeanor online and are subject to the same guidelines as print and broadcast media.

All students and organizations must adhere to all ICC, DASG, College, District, Local, State, and Federal Acts, Bylaws, Codes, Guidelines, Laws, Ordinances, Policies, Procedures, Rules, Regulations, etc., at all times, including, but not limited to, the DASG Code of Conduct ¹ and FHDA Student Code of Conduct ².

General Guidelines

Understand that your profile and presence on social networks represents yourself, your organization(s), the college, and the district.

All uses of social media must follow the same guidelines as the DASG Code of Conduct ¹ and FHDA Student Code of Conduct ² as well as any code of ethics associated with your organization.

Those responsible for monitoring should respond to questions and comments at least once a day (or set up notifications).

Use good judgment about content and privacy laws. Do not post content that is threatening, obscene, in violation of intellectual property rights or privacy laws, or is otherwise harmful or illegal.

By posting content to any social media site, you agree that you own or otherwise control all the rights to that content, that your content is protected/fair use and that you will not knowingly provide misleading or false information.

Be accurate! Check your sources, facts, etc. before posting content.

Include citations when using or posting online material that includes direct or paraphrased quotes, thoughts, ideas, photos, or videos. If the content is not original to you or your organization, include the original material or link to the original material, if applicable.

Be aware of liability. Individuals are responsible for what is posted on their personal site as well as those of their student organization. Individual bloggers have been held liable for commentary deemed to be copyright infringement, defamatory, proprietary, libelous, or obscene as defined by the courts.

Confidential information should remain confidential, including postings on social media. Think of social media as a media outlet.

If you believe someone has violated any privacy laws, has posted content that may be harmful, or has violated any College or District codes, policies, or procedures, contact the Faculty Director of College Life immediately. Include a link and/or screenshot of the content in question.

Violations of social media guidelines may be subject to disciplinary action. This includes, but is not limited to, loss of recognition for the organization in question and reporting the violation to the Judicial Affairs Board if needed.

[General Guidelines for use of Social Media](#)

When you create a social media account, you are agreeing to their Terms and Conditions. Be cognizant of these when posting personal or professional content.

Use your personal social media accounts for personal information. Use of personal social media accounts for official organization business should be limited to promotions of events and breaking news.

If the content of your message would not be acceptable for face-to-face conversation, over the phone or in another medium, it is more than likely not suitable for social networking sites.

Be aware that a presence in the social media world is public, including those of current and future students, staff, faculty, alumni, and the general De Anza community. Consider this before publishing to ensure the post will not violate any applicable codes, policies, or procedures.

Do not upload anything you may regret later. This includes photos, content, comments, or tags. Increasingly, employers are conducting Web searches as a hiring practice before extending offers. Be sure not to post something that might haunt you in the job search.

Think before you post. There are no such things as “private” social media sites. Search engines can turn up posts and pictures years after publication date.

If you post content to a personal website or social media site and it includes work-related comments, be sure to be transparent.

Regardless of how careful you are in trying to keep them separate, your professional and personal lives overlap, especially in an online presence.

Ask yourself: would you want the comment or content published in the newspaper or posted on a billboard in the future?

[Accessibility](#)

All online posts and messages must be accessible to all.

Images (JPG, PNG, etc.) or PDFs that are mostly made up of images cannot be read by a screen reader used by blind or visually impaired people. Also, Internet addresses are not clickable links in images and not necessarily in PDFs either.

Images can work as a way of drawing attention to a social media post but must be accompanied by the full text including but not limited to:

- Event Name
- Event Date
- Event Time

- Event Description
- Contact Information
- Internet Addresses

For example, an image can be posted to Facebook, but all the relevant text must be included in the caption/description section of the post so that someone who cannot see the image can still have the text read to them by their device.

Emails and other messages should also have accessibility in mind and should include the full text necessary.

Some ways to ensure accessibility include, but are not limited to:

- High contrast text: Use high contrast for all your text so that people with low vision can read it. (This text is good. **This is not.**)
- Captions or Alt Text: If you post an image (including flyer images), put important information in the caption and/or alt text.
- Accessible typography: Consider the font, size, formatting, and backgrounds to ensure text is clear
- Capitalize the first letter of each word in a hashtag to make it screen reader friendly. (#DeAnzaForAll rather than #deanzaforall)
- Use descriptive links to ensure they have context with screen readers (“Fill out this Meeting Poll” instead of “Fill out the Meeting Poll here”)
- Make sure to provide captions and/or audio transcripts for audio/video posts.
- Work to avoid or get rid of background noise in your videos or podcasts.
- Use colorblind accessible designs, such as shapes, contrasting values, and text to make color-coded data easier to see.
- As much as possible, avoid using flashing lights. If necessary, provide content warning to prevent seizures for people with epilepsy.

Moderation

TBD

References

1. DASG Code of Conduct
<https://www.deanza.edu/dasg/documents/governing-documents/DASG-Code-of-Conduct.pdf>
2. FHDA Student Code of Conduct - FHDA Administrative Procedure 5510
<https://go.boarddocs.com/ca/fhda/Board.nsf/goto?open&id=9U2UC77B2DA5>

Saved as "Social Media Guidelines for Students at De Anza College.docx"

Revised 3/11/2022