



University Website and Social Media Guidelines

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At California State University Maritime Academy (Cal Maritime), the University's website and social media channels are a key part of the way we communicate with our students, alumni, and internal and external stakeholders. These guidelines are intended to make sure we get the most out of our use of these forums while limiting the risks that they can present.

1. **Application.** These guidelines apply to materials posted to our public websites and to the utilization of social media on behalf of Cal Maritime by employees and students of Cal Maritime (which are all referred to as "Cal Maritime" or the "University" in these guidelines).
2. **Authorized Social Media Contributors.** The Cal Maritime Public Affairs and Strategic Communications (PASC) department maintains a list of people who are authorized to add, modify or delete content on our public corporate and brand websites, which are referred to in this policy as "University Websites," and to post messages on behalf of the University to or via blogs, social media services or social networks including, for instance, Facebook, Instagram, X (formerly known as Twitter), LinkedIn or YouTube, websites, Internet chat rooms, message boards, news groups, or any other similar forums, which are referred to in this policy as "social media forums." These people are referred to in these guidelines as "authorized social media contributors." Requests to be added to the list of authorized social media contributors should be directed to publicaffairs@csu.edu. **You should not add, modify or delete content on any University websites, post messages to or via social media forums on behalf of Cal Maritime, or impersonate Cal Maritime by using its logo, seal, name, likeness, and other branding items unless you are an authorized social media contributor.**
3. **New Social Media Accounts and Web Pages.** Only authorized users and contributors (see above) will be permitted to create new social media accounts and web pages. In order to request a new social media account be created, you must submit your request to publicaffairs@csu.edu and read our [social media guidelines and best practices](#) that include [important information for new social media accounts](#). For more details about what is required to establish a new social media account or web page, email PASC at publicaffairs@csu.edu.
4. **Already Existing Social Media Accounts.** Any user who wishes to create a new

account established under the University's name and/or bearing any resemblance to Cal Maritime and its logo must adhere to these guidelines and commit to creating a social media content plan that aligns with the strategic goals of the University. Failure to comply with any of the measures included in these guidelines can result in that account being reported for copyright infringement and a request will be sent for its deletion. If you have any questions or wish to report any account you think may be impersonating the University, please notify PASC at publicaffairs@csum.edu.

- 4.1. **All University social media profiles must provide a link to the official Cal Maritime website.** Depending on your presence, you might need to link to a web page other than the home page. For example, it would be considered appropriate for the Admissions social media account to link to the official Admissions web page.
 - 4.2. **Account assessment.** Cal Maritime's social media accounts will undergo a regular assessment to measure results and gauge impact. Regular audits of Cal Maritime's social media accounts will help the PASC understand what is happening across all of the University's platforms and how each channel fits into the University's strategic marketing goals. Social media audits are common practice and not intended to be punitive in nature. Quite the opposite. Social media account assessments help the University determine our most effective platforms, identify opportunities for audience growth, and decide where to best focus our collective efforts in our social media marketing strategy.
5. **The Use and Implementation of Information Technology.** Access to technology resources such as Cal Maritime departmental social media accounts falls under the [AF 07-003 Information Technology Acceptable Usage policy](#). It is important to note that access to Cal Maritime's information technology resources is considered a privilege granted to students, faculty, and staff, and must be safeguarded against unauthorized access or use. Access and utilization of these technology resources must only be used to advance Cal Maritime's mission by enhancing teaching and learning opportunities, advancing scholarly research, or supporting other areas of academic and student experiences.
 6. **Protecting the Community.** California State University's (CSU) [Nondiscrimination Policy](#) is applicable online and on Cal Maritime's social media channels. Every member of Cal Maritime's university community is responsible for creating and maintaining a climate free of discriminatory harassment. Additionally, each social media/digital platform has their own set of community guidelines and rules of engagement that must be adhered to on their respective channels. Though they may vary in language, they are all in place to protect and support health community discussion. Violation of a specific platform's rules could result in that platform taking action on an account. Refer to these policies when deciding how to moderate your online communities while managing your Cal Maritime departmental account. Other measures include the following:
 - Do not make statements that attack or threaten another person for any reason
 - Do not make statements that demean, disparage or insult another person based on

their age, gender, nationality, race, religion or sexual orientation

- Do not endorse (i.e. like, comment, follow, etc.) any groups or accounts ran by groups that do not align with the University's and the CSU's overall [mission, vision, and beliefs](#).

7. Content

- 7.1. **Be careful and cognizant of what you post online.** As a representative of Cal Maritime, you have **increased responsibility** than the average user about what you post on social networks -- even on your own personal networks. The line between personal space and work is blurred in the world of social media. Realize that there are real-world consequences for things that you communicate online, just as there are real-world consequences for how you conduct yourself on the job, in meetings and at official Cal Maritime functions. You accept personal responsibility for what you communicate. Employees and students are personally responsible for what they post and forward in connection with social media networking sites. Be aware that what you post on these sites may result in an electronic copy that continues to exist forever or may be forwarded or copied without your permission. Therefore, consider your content carefully. Guard your privacy and be cautious about disclosing personal information.
- 7.1.1. **Do not post any content that demonstrates inappropriate behavior.** Doing so will result in the removal of the posted material, elimination of your social media contributor privilege and other consequences as determined appropriate.
- 7.2. **Make sure to communicate in an authentic voice.** If you are promoting a product, event or action be clear about your intent and your relationship to the University. Own your content. Do not promote things that you would not personally endorse. While you should be aware that you are a professional who represents the University, you should also strive to find and use your personal voice.
- 7.3. **Be sure to always engage with your audience.** Understand who you are trying to communicate with. Asking questions and taking polls are good methods to get your audience involved and it will help you understand their viewpoint. Ask them what they want to get out of their experience with the community. The essence of community is the idea that it exists so you can support others and they, in turn, can support you. Balance talking at your audience with listening and responding.
- 7.4. **You are communicating with people who all have varied opinions.** Think twice and read thrice about everything you post. The worst errors happen when you are trying to get something out quickly. Correct any factual or other errors made in your postings to comment sections and other social media forums in a timely and transparent manner.

7.5. **Post consistently.** To be looked at as a brand leader and trusted source, stay relevant by establishing a consistent posting schedule. Be sure to post at least once a week, but no more than three times a day.

8. **Sticking to the Facts.**

8.1. The information you post to Cal Maritime's web pages and social media forums should be factually accurate and avoid exaggerated claims. Claims that Cal Maritime or one of its brands is "the best," "the leader," "the fastest growing," "had a great quarter," or similar comments should be made only if you have factual support for the claims, and must be discussed with someone on the PASC team prior to posting/publication. You can contact the PASC at publicaffairs@csum.edu.

8.2. If you see a misrepresentation about Cal Maritime on social media forums, you may point out the misrepresentation, but stick to accurate facts and avoid unproductive arguments.

8.3. Do not use social media forums in a false or misleading way, for example, by claiming to be someone other than yourself.

9. **Respecting Third Parties.**

9.1. Do not name or identifiably reference any affiliate, supplier or business partner of the University without that party's approval, unless it is clear that the party has already publicized their relationship with us.

9.2. Do not post pictures or personal information of, or details of conversations with, others without obtaining their permission. [Media consent forms can be found here](#) and are strongly encouraged when filming with anyone outside of Cal Maritime cadets, faculty, and staff, like the general public.

9.3. To avoid violations of privacy, copyright and trademark laws, do not post third party audio, video, pictures or other content without the consent of those owning or appearing in the media. As a courtesy, be sure to tag or mention the owner of the original content or footage in the social media post.

9.4. Be fair, respectful, and professional. Avoid making disparaging comments or using offensive language, and addressing sensitive topics such as politics or religion. This is not intended to curb creativity - if you are posting content that you think may be questionable, please review it with someone from PASC.

10. **Linking, Retweeting or “Liking.”**

10.1. Under certain circumstances, Cal Maritime could be subject to liability for third-party content to which we link or refer because we may be perceived to have approved, endorsed or “adopted” the content as our own. To help mitigate this risk, you should observe the following guidelines:

10.1.1. Do not link to, retweet or “like” third-party content that would not meet the standards established in these guidelines. This includes, for example, content that reveals Cal Maritime’s confidential information, discusses or speculates about Cal Maritime’s plans or developments or Cal Maritime’s financial plans, performance or prospects, is clearly false or misleading, or includes disparaging comments or offensive language.

10.1.2. When you link, retweet or like, please keep in mind the need to clearly distinguish between Cal Maritime content and third-party content. When feasible, include an explanation about the source and why you are linking to, retweeting or liking the statements, in order to avoid a perception that Cal Maritime is endorsing or adopting the information (e.g., “You can learn more about [third party name] by visiting their website”).

10.1.3. In cases where you are linking to a third-party website that could easily be mistaken for a Cal Maritime website (e.g. because it has similar content and “look and feel” to the linking Cal Maritime website), consider using an “exit screen” to inform users that they are leaving the University’s website when they click on the third-party link. If you are uncertain about whether an exit screen should be used in a particular case, someone from PASC can help you make that determination.

10.1.4. When linking to a third-party website, do not frame (present third-party website content within a window that looks like the University’s own website) or deep link (use a hyperlink to access a selected portion of a third-party site). If you want to frame or deep link to a third-party website, you must obtain permission from the third party and discuss the matter with PASC.

11. **Questions or Concerns.** If you see something online or in other media that you believe may have been posted or published in violation of these guidelines, please contact the PASC as promptly as possible. If you have any questions about these guidelines, please contact the Director of Public Affairs and Strategic Communications at **publicaffairs@csum.edu**.