



## University Website and Social Media Guidelines

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, partners and others. 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 use 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). They do not apply to use of social media in your personal capacity.
2. **Authorized Social Media Contributors.** The Cal Maritime Public Affairs and Strategic Communications 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, 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@csum.edu](mailto:publicaffairs@csum.edu). You should not add, modify or delete content on any University Websites or post messages to or via Social Media Forums on behalf of Cal Maritime unless you are an Authorized Social Media Contributor.
3. **Protecting the Community.** Understand that Cal Maritime's official discrimination and harassment policies apply online. Every member of the university community is responsible for creating and maintaining a climate free of discriminatory harassment. Refer to these policies when deciding how to moderate your online communities.
  - 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 his or her age, gender, nationality, race, religion or sexual orientation
4. **Content**
  - 4.1. Any University social media page must provide a link to the official Cal Maritime website. Depending on your presence, you might need to link to a page other than the home page (including, for example, the Alumni page linking to the official Alumni website).

4.2. As a representative of Cal Maritime, you have **more responsibility** than the average user about what you post on social networks, even 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

4.2.1. **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.

4.3. 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.

4.4. **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.

4.5. 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 Social Media Forums in a timely and transparent manner.

4.6. **Post consistently**. In order 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.

## 5. **Sticking to the Facts.**

5.1. The information you post to University Websites 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 Public Relations and Communications Team prior to posting/publication. You can contact the Public Affairs and Strategic Communications Team at [publicaffairs@csu.edu](mailto:publicaffairs@csu.edu).

5.2.

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.

5.3.

Do not use Social Media Forums in a false or misleading way, for example, by claiming to be someone other than yourself.

## 6. **Respecting Third Parties.**

6.1. 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.

6.2. Do not post pictures or personal information of, or details of conversations with, others without obtaining their permission.

6.3. 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.

6.4. Be fair, respectful and professional. Avoid making disparaging comments or using offensive language, as well as 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 on the Public Relations and Communications Team.

## 7. **Linking, Retweeting or "Liking".**

7.1. 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:

7.1.1. Do not link to, retweet or "like" third party content that would not meet the standards established in these guidelines (including, 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).

7.1.2. 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”).

7.1.3. In cases where you are linking to a third party site that could easily be mistaken for a Cal Maritime site (e.g. because it has similar content and “look and feel” to the linking Cal Maritime site), 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 on the Public Affairs and Strategic Communications Team can help you make that determination.

7.1.4. When linking to a third party site, 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 site, you must obtain permission from the third party and discuss the matter with the Public Affairs and Strategic Communications Team.

8. **Questions or Concerns.** If you have any questions about these guidelines, please contact the Senior Director of Public Affairs and Strategic Communications at **publicaffairs@csum.edu**. In addition, 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 Senior Director as promptly as possible.

**I, \_\_\_\_\_, have read and understand the University Website and Social Media Guidelines and I agree to comply with all the policies and rules contained therein.**

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date