

Social Media Account Policy
Student Club and Organizations
Effective August 2024

Who This Policy Applies To

This policy applies to students administering social media accounts on behalf of student-run clubs, organizations, and extracurricular activities at California College of the Arts (CCA). Example accounts include @CCA_radio, @ccablackbrillianceclub, or @CCAceramicsguild.

Please refer to the [CCA Sub-Brand Account Policy](#) for guidance on accounts supporting academic programs, curricular services, and student support offices.

Policy Statement

Student Life at CCA fosters a culture where students are the makers of their own learning experiences. Student clubs and organizations are an important part of co-curricular programming, allowing students to develop personally, socially, and intellectually and become creative citizens.

Social media is a powerful tool for sharing what clubs and organizations do for the CCA community encouraging other students to be involved, as well as showing our future students what the community is all about.

Accounts created for clubs and organizations must follow the college's protocol for responsible social media usage. These content guidelines are meant to minimize conflict on campus and legal risks and ensure that the college's resources and communications systems are used appropriately, authentically, and respectfully.

Procedures

CCA expects its staff, students, and faculty to adhere to the following procedures regarding social media use on behalf of a club or organization.

Account must have:	Accounts are strongly encouraged to:	Accounts are prohibited from:
<ul style="list-style-type: none">Tag @cacollegeofarts in your profile's bio and indicate it is "student-run". <i>Example:</i> <p>First-Generation Student Organization</p>	<ul style="list-style-type: none">Follow naming convention: @cca_name (ex: @cca_radio)Follow CCA's brand guidelines when developing content for their	<ul style="list-style-type: none">Using CCA's primary logo as their profile picture.Using any language stating they are an "official program-run" channel of the college, under the umbrella of the flagship account.

<div>☆ We are First-Gen College Student Organization at @cacollegeofarts</div> <div>☆ Student-run account</div> <div>☆ We share first-gen stories, resources, tips, and opportunities to get involved!</div> <ul style="list-style-type: none">Be registered with a CCA email address and have login credentials documented with Student Life and Marketing & Communications files.Interact with the social media community in a way that is welcoming, respectful, and reflects the college positively.Have a profile picture that adheres to CCA's brand guidelines. Download a template here.Review social media training and best practices materials provided by Marketing & Communications.Ensure that all content on your profile is consistent with the stated purpose of such accounts, which is to serve as a display place for the club or organization's activities.Adhere to college policies or other laws, as noted in Faculty, Employee, and Student Handbooks.	<div>profile.</div> <ul style="list-style-type: none">Have content reviewed and approved by your club or organization's staff or faculty advisor.	<ul style="list-style-type: none">Doxxing, or publishing personal and confidential information online, is prohibited in alignment with the CCA Employee and Faculty HandbooksUsing club or organization accounts to promote personal or political views on behalf of CCA.Posting content that violates intellectual property rights or any terms and conditions of third-party sites.Posting content intended to incite violence or hatred, including hate speech, threats of violence, harassment, bullying, discriminatory remarks, and any content that encourages harm against individuals or groups based on race, ethnicity, religion, gender, sexual orientation, disabilities, or any other characteristic.Publishing social media ads and creating boosted posts.
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Support

The Marketing & Communications department is here as a resource to shape healthy digital spaces for CCA. [Reach out](#) for guidance or to discuss case-by-case issues. We can provide:

- Recommendations for de-escalating negative comments and questions.
- Basic content review with Assistant Director, Content + Marketing.

The College and Marketing & Communications team reserves the right to:

- Edit, hide, archive, or delete inappropriate and/or offensive posts or comments that violate the Social Media Sub-brand Account policy, or deactivate any profile that violates [CCA policy](#) or federal or state law.
- Disable or enable commenting on posts at their discretion with regard to the safety of our community members.
- Send any posts or comments we deem appropriate either to the college's Human Resource Office for investigation or to law enforcement authorities for investigation as necessary or is required by law.

Best practices

For a well-regulated account:

- Instagram should be your program's primary social media account. We recommend maintaining it only if your program has the bandwidth to adhere to the policies listed above.
- Carefully consider what you post. Before posting, consider how it relates to the college's institutional values, how your followers will engage with it and what purpose it serves for your program and/or the college.
- Remember that your profile represents your program and the college, not your own personal opinions.
- Use visually strong, well-lit high quality images. Portrait (4:5) and Square (1:1) perform best for on-feed posts.
- Proofread your captions to make sure spelling, grammar, and all written information is accurate.
- Ask permission before featuring a student or faculty's artwork.
- **When in doubt, refrain from posting.**

Contact

The people behind CCA's flagship accounts (and this resource) are [Joyce Alcantara](#), assistant director of content and marketing, and [Stephanie Smith](#), associate vice president of content and creative strategy. Come to us with questions and concerns at any time. Have an idea to improve this resource? Email marcom@cca.edu.

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Other questions and concerns about student clubs and organizations can be directed to
studentlife@cca.edu
