Social Media Guidelines - 2016
For Cal Poly Alumni Association employees, chapter leaders and volunteers

Due to the dynamic nature of social media, these guidelines may change as social media applications evolve.

Cal Poly Alumni social media platforms are an accepted and recognized source of information and are intended to serve as a resource for alumni, students and the community.

By following these guidelines, and the accompanying guidebook, chapter leaders and volunteers will gain greater engagement and reach via social media channels by working in collaboration with the office of Alumni Relations’ established outreach professionals.

Purpose:
This document outlines the guidelines regarding the use of the Cal Poly Alumni name, likeness, logo, and the term #CalPolyProud on social media sites such as Facebook, LinkedIn, Twitter and Instagram and event site Eventbrite and the access and admin rights for Cal Poly Alumni-affiliated social media accounts.

Responsible Parties:
The Alumni Relations department is the administrator of the Cal Poly Alumni Association’s official social media pages. Those who wish to provide or link information to these sites under the Cal Poly Alumni name should contact Sarah Thien, Alumni Outreach Specialist, in the Alumni Relations office at sthien@calpoly.edu or 805-756-5747 to coordinate their efforts. Examples of other reasons to contact the Alumni Relations office:

- If a chapter wishes to create a new account on a social media site
- To grant access to existing social media accounts
- To coordinate usernames/handles for new social media accounts

The Alumni Relations department is not responsible for content created by volunteers or employees on unofficial social media sites. Those who choose to comment using their own Facebook identity on existing content on official Cal Poly Alumni sites should show good judgment and discretion. The university encourages a lively discussion on social media sites; however, if a situation involving offensive or unlawful content arises, Alumni Relations also reserves the right to remove, as necessary, a chapter or individual’s comments or content on official social media sites.
**Administrative access:**

If alumni chapters or other affiliated groups would like to start their own page on Facebook, or Twitter or Instagram account, they are required to go through the office of Alumni Relations.

Administrative access to social media accounts is necessary in an organization where volunteers cycle in and out of leadership roles. Access is used to make sure that no matter what happens on an individual level, the chapter’s social media presence will stay constant to their audience and accessible to the main alumni office. Access will be used to assist and to remove old/dormant accounts as necessary and on an emergency basis.

**Facebook:**

Existing and new pages, groups etc. are required to add the Alumni Outreach Specialist (Sarah Thien) as the sole “administrator” of the page with the access needed to add/remove existing administrators and otherwise manage the account. All other users with administrative access will be classified as “editors” with all of the administrative access needed to manage the page, minus the ability to add or delete new administrators.

Administrative access should be limited to active officers only and will be adjusted as new officers join the team and others finish their terms.

**Instagram/Twitter:**

Usernames have been created in advance by the Alumni Relations office. Password changes need to be cleared with the Alumni Relations office first. If chapter leadership changes and new volunteers assume the role of managing the Instagram/Twitter account, the Alumni Relations office reserves the right to change the account’s password.

**LinkedIn:**

New LinkedIn groups must be created by the alumni office as “owners” with admin access given to chapter leaders. Contact the Alumni Relations office with questions on how to transfer ownership.

**Content:**

Content created by site administrators on Cal Poly Alumni-affiliated social media sites must relate directly to university and alumni business, programs, services or related interests. Content placed by site administrators cannot promote individual opinions or causes. If an officially affiliated site is established, it must adhere to existing university policies governing employee, volunteer and student behavior, in addition to any and all policies required by the social media site. Users must comply with all federal copyright regulations, including the TEACH Act. (live link)

*Please refer to the “Cal Poly Alumni Social Media Guidebook” for more information regarding implementing and managing social media sites for Cal Poly Alumni.*