Quick Reference: Social Media Guidelines

# Sharing Professional Work

* Faculty and staff are encouraged to share their professional work.
* Highlighting achievements strengthens Cal State LA’s reputation.

# Appropriate Access

* Official accounts must be managed by staff or faculty.
* Students may assist, but an employee must approve posts.
* Monitor engagement to ensure it reflects the university.

# Unofficial vs. Official

* Primary university accounts are managed by Strat Comm and used during crises.
* Colleges may run official Cal State LA–affiliated accounts.
* Program, department, center, or student group accounts are unofficial and must state: 'This is not an official Cal State LA account.'

# Personal and Professional Conduct

On personal accounts, do not speak on behalf of Cal State LA. Add: 'views expressed are my own.'

When posting from official accounts:

* Do not post on legal matters, crises, or litigation without approval.
* Do not share university content from a personal account.
* Do not delete comments or block users without approval.
* Do not use the university brand to endorse products, businesses, causes, or candidates.

# Community Guidelines

Posts may be removed if they include:

* Vulgar, discriminatory, harassing, or threatening language
* Illegal activity
* Confidential or legally protected information
* Intellectual property, copyright, or trademark violations
* External advertisements or solicitations
* Off-topic comments unrelated to Cal State LA

# Safety Guidelines

* If content makes you uncomfortable, check with ECST Communications or Strat Comm before posting.
* For questions or concerns about social media activity or best practices, contact the Strategic Communications social media team.