Club Social Media

Names:

- Cannot be UCCS __
- Must be ___ at UCCS
- Ie- not UCCS Water Bottle Club, must be Water Bottle Club at UCCS

Logos:

- Can use UCCS in the logo, just not the official UCCS logo
- Ie: NO!   YES!

Social Media Do's and Don'ts:

Do's

- Follow all university policies, including the UCCS Student Code of Conduct
- Protect confidential and propriety information
- Respect copyright and fair use
- Ensure the security of your social media account
- Be respectful and thoughtful
- Prominently list the university on the social media site and not only the name of the club/organization

- Contact the Social Media Specialist, the Office of Institutional Equity, Student Life, the Dean of Students Office, and UCCS Police (if applicable) if you notice anything alarming or concerning on social media.

Don'ts

- Post private, restricted or sensitive information
- Engage in arguments or negative dialogue when someone disagrees with your post
- Represent your personal views as those of the university
- Use the stand-alone logo of the university as your sole image
- Use images that are too small to easily recognize in a browser or on mobile devices
- Ignore concerning messages or interactions. When in doubt, forward along to the respective authority to evaluate the next steps

Accessibility:

- **Smart Hashtagging**
  - Use #CamelCase, capitalizing each individual word. Text-to speech uses spaces and capital letters to denote separate words.
- **Alt Text**
  - Alt text is a physical description of an image that text-to-speech technology reads aloud. Alt-text can be auto generated by some platforms but must be manually added on other platforms.
- **Video Captions**
  - Some platforms let you add captions to videos and others auto generate captions. Before you post on websites that don't add captions automatically, make sure you add them yourself!