

San Diego Mesa College

Social Media Guidelines

Updated for ADA & Accessibility Compliance (2026)

Introduction

San Diego Mesa College utilizes social media to engage with the Mesa College community, including current and prospective students, faculty, classified professionals, administrators, alumni, and the public. Social media accounts are used to promote the College's mission, values, programs, services, and events, and to foster a sense of community.

These Social Media Guidelines are provided by the Mesa College Office of Communications to ensure consistent branding, accurate messaging, and compliance with accessibility and legal standards—including the Americans with Disabilities Act (ADA) and Section 508.

All Mesa College–affiliated social media accounts must follow these guidelines, participate in required training, and adhere to accessibility best practices.

For questions, support, or training requests, contact the Mesa College Office of Communications.

Setting Up a Social Media Account

Mesa College faculty, administrators, and classified professionals may establish a Mesa College–affiliated social media account **with supervisor approval** and **after completing social media training** with the Office of Communications.

Students may not create or manage official Mesa College social media accounts, except for **sanctioned student clubs** overseen by a faculty or staff advisor.

Before opening a new account:

- Submit a **Project Request** for training

The Campus Digital Communications Specialist will:

- Confirm an account does not already exist
- Verify supervisor approval
- Provide guidance on naming, branding, accessibility, and content strategy

The Office of Communications provides **guidance and training**, not direct account management.

Account Management & Oversight

- The Campus Digital Communications Specialist manages official Mesa College accounts (e.g., Facebook, Instagram, LinkedIn, YouTube).
 - Department and program accounts must be managed by Mesa College faculty or staff.
 - All affiliated accounts must be registered for inclusion in the **College Social Media Directory**.
 - The Office of Communications may request analytics and compliance reviews, including accessibility checks.
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Accessibility & ADA Compliance (Required)

All Mesa College social media content **must be accessible** and comply with **WCAG 2.1 AA**, **Section 508**, and ADA guidance for digital communications.

Required Accessibility Standards

Images & Graphics

- **Alt text is required** for all images.
- Alt text should be:
 - Clear, concise, and descriptive
 - Focused on meaning, not decoration
- Avoid embedding critical information only in images.

Video Content

- **Closed captions are required** for all videos.
- Captions must be:
 - Accurate
 - Synchronized
 - Complete (not auto-generated without review)
- Provide **audio descriptions** when visual content conveys essential information.
- Avoid flashing content that may trigger seizures.

Audio Content

- Provide **text transcripts** for audio-only content (e.g., podcasts).

Hashtags

- Use **CamelCase** for hashtags (e.g., #SanDiegoMesaCollege) to support screen readers.
- Limit hashtags to avoid clutter and confusion.

Emojis

- Use sparingly.
- Avoid placing emojis mid-sentence.
- Place emojis at the end of posts when possible.

Text & Formatting

- Use plain language.
- Avoid excessive capitalization.
- Ensure sufficient color contrast in graphics.
- Do not rely on color alone to convey meaning.

Links

- Use **descriptive link text** (avoid “click here”).
- Ensure linked content is accessible.

Failure to follow accessibility standards may result in content removal or account review.

Platforms & Definitions

Social media includes interactive, digitally mediated platforms that allow users to create, share, and engage with content.

Mesa College maintains official accounts on:

- Facebook
 - Instagram
 - X (Twitter)
 - LinkedIn
 - YouTube
 - Threads
 - Bluesky
 - TikTok
 - Reddit
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Hashtags

Mesa College–approved hashtags include:

- #SanDiegoMesaCollege
- #SDMesaCollege
- #SDMesa
- #WeAreMesa
- #GoOlympians
- #SomosMesa
- #MesaAlumni

Use hashtags strategically and accessibly.

Naming Conventions

- Include **San Diego Mesa College** or **SDMesaCollege** in account names.
 - Avoid acronyms when possible.
 - If abbreviations are required, include the full department name in the bio.
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Logo Usage

All logo usage must follow San Diego Community College District and Mesa College branding guidelines.

The Office of Communications can create official department or program logos upon request.

Please submit a project request. www.sdmesa.edu/projectrequest

Content Guidelines

Posting on Behalf of Mesa College

- Be respectful, accurate, and professional.
 - Keep personal views separate from institutional messaging.
 - Avoid political commentary.
 - Monitor accounts regularly and respond within **24–48 hours**.
 - If an account cannot be monitored consistently, include alternate contact resources.
 - Maintain account security and password integrity.
 - Respect copyright laws and credit creators appropriately.
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Posting Best Practices

- Focus on quality over quantity.
 - Avoid over-posting.
 - Use platform-appropriate features (e.g., link stickers instead of QR codes).
 - Engage with affiliated Mesa College accounts to amplify messaging.
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Comment & Moderation Policy

Mesa College encourages open dialogue while maintaining respectful and safe online spaces.

The College reserves the right to remove content that includes:

- Profanity or personal attacks
- Hate speech or discrimination
- Spam or commercial promotion
- Political advocacy
- Copyright violations
- Personal or sensitive information

If a user appears to be in crisis, refer them to emergency resources and notify your supervisor immediately. Visit: www.sdmesa.edu/mental-health

User Policy & Community Guidelines

Comments do not reflect the opinions or policies of San Diego Mesa College. Users are subject to platform terms of service.

Mesa College may moderate content to maintain a respectful, inclusive environment.

Contact Information

San Diego Mesa College Office of Communications

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