

# RAISING OUR STANDARDS

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**Communications & Branding Guidelines**

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**Communications & Branding Guidelines**

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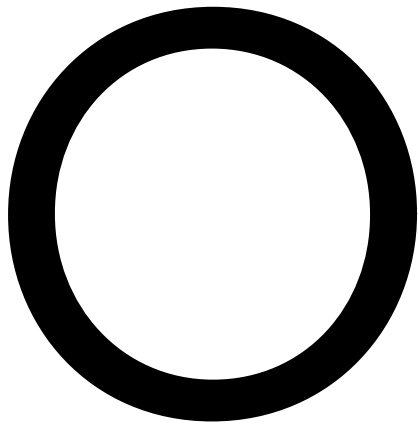
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CC's Marketing and  
Public Relations  
Department

Communications Standards  
and Guidelines for publications,  
social and digital media, Web  
pages and video help ensure  
that material produced by  
the College are consistently  
branded, written and produced.

# WHAT WE OFFER

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The Orange Coast College Office of Marketing and Public Relations is dedicated to communicating information about the College to both internal and external audiences. The department uses a range of media, community relations, graphic design, and new media tactics to communicate with a variety of audiences. The Public Relations staff is here to help let others know about the exceptional work being done at OCC.

## ADVERTISING AND MARKETING

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The marketing team provides strategic and tactical advertising and marketing services, including brand management, positioning and messaging, creative, and market research. The department is also responsible for the development and implementation of OCC's strategic communication plan. The team aids the College in reaching its strategic and operational goals by building awareness, preference and loyalty among its current and prospective stakeholders.

### Services include:

Print, Electronic, and Online Media Buys

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Direct Mail

---

Integrated Branding

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Marketing Research

---

Creative and Messaging

## PUBLIC AND COMMUNITY RELATIONS

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Establishing consistent two-way communication with key constituent organizations is important and the Public Relations team is working to enhance and build relationships OCC has with important communities. The office actively participates with and within the community to maintain and enhance OCC's relationship with the local community.

### Services include:

Meetings and Outreach Coordination

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Community/Service Group Communication

---

Special Awards

---

Letters of Congratulation

---

Government/Legislative Relations

## GRAPHIC AND VISUAL DESIGN

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The mission of OCC's Marketing and Public Relations department is to create compelling, informative and professional marketing and publicity materials to promote the College's mission, programs, and resources to the community.

### Services include:

Graphic Design and Production

Sports Media Guides

Advertisements

Letterhead

Invitations

Certificates and Resolutions

Guidance on Branding, Messaging, and Graphic Standards

Online View Books and Digital Magazines

Fillable PDF Forms

HTML Invitations

Web Banners

## MEDIA RELATIONS

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The Marketing and Public Relations Department connects reporters with experts on a range of topics to promote OCC's news and information to various audiences through local, state, national and international media outlets. Reporters contact this office for information relative to topics of expertise, or for experts to interview. The office manages this process, contacts experts to determine the appropriate response and arranges interviews. Staff also provide opportunities to train faculty and staff members to work with the media. Training includes interviewing tips, understanding reporters' needs and what makes a story newsworthy.

Services include:

News Release and PSA Creation and Distribution

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Story Idea Pitches to the Media

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Interview Coordination

---

Manage Media Inquiries

---

Media Training

## MULTIMEDIA PRODUCTION

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The Public Relations team employs the latest technology to photograph or create video programs to promote and chronicle OCC programs and events. Concept development, location shooting, editing, and post-production services are available through the office. Videos are filmed in a digital format that can be converted for Web use.

Multimedia production services include:

Photography

---

Video Creation and Editing

---

Electronic View Book

---

Email Communication

## SOCIAL NETWORKING

Public Relations are at the forefront of exploring and using new ways of communication. Although traditional media remain an important part of communicating key messages, public relations is at the forefront of exploring new ways of communicating with journalists and key publics within a growing social media online network. As more people turn to the Internet to receive news, the need for OCC to be an active player in online communities and networks will grow.

Social media mediums that Public Relations are exploring and participating in include:

Blogs

Social Bookmarking

Search Engine Optimization

Social Networking

Online Video and Photo Sharing

## COMMUNICATION CAMPAIGNS AND TARGETED COMMUNICATIONS

The Public Relations area serves as the central “hub” of communication for OCC to both external and internal audiences. The team can create integrated communications plans that layer message points utilizing a variety of mediums. Public Relations can also help reach a specific audience of students, faculty, staff or community.

Services include:

Internal and External Announcements

Signage

Electronic Message Boards

Promotions

## WEBSITE CONTENT DEVELOPMENT

---

The Web communications team develops and maintains the top-tier pages for OCC's Internet presence, and manages key email and Web-based communications activities targeting alumni, friends, prospective students and others.

The Marketing and Public Relations Department also works with departments and programs to establish a professional Internet presence. The department will work with clients and IT to ensure a finished product that will work with your overall strategy and existing publications and promotional materials, as well as the overall OCC branding approach.

### Services include:

Web Design, Development, and Implementation

---

Consultation on Content and Writing

---

Web Graphics

---

Web Video and Multimedia

---

Email Communications and Designs

# SAMPLES OF OUR WORK

1.



**QCC**  
magazine  
2023 EDITION

**Outta This World**  
Alex Coultrup's Trip to Mars

Orange Coast College

**OCC News** **OCC STUDENTS PARTNER WITH LOCAL NONPROFIT TO BUILDING HOMES FOR ARMENIAN EARTHQUAKE VICTIMS**

Students enrolled in Orange Coast College's Architecture A&B/B&A Project Integration course this past summer gained valuable hands-on experience while helping families build a world away who are still suffering more than 30 years after a devastating earthquake in Armenia.

In December 1988 the Spitak earthquake killed approximately 50,000 Armenians and left more than half a million without homes. Governments around the world quickly rallied to offer assistance to the battered USSR nation, which was in the midst of a freezing winter. Shaking containers filled with rescue equipment, food and water, and other aid items arrived in the country and were quickly repackaged into temporary housing units for families who had nowhere to go. Today, more than 4,000 families remain in these temporary housing containers (Dombis), including some 2,400 children.

The year's crop of exceptional college students selected as Jack Kent Cooke Scholar recipients were chosen by the Jack Kent Cooke Foundation from more than 1,200 community colleges across the United States. The highly competitive national scholarship program provides selected students with up to \$40,000 a year to complete their bachelor's degree, as well as additional funds for graduate school. Scholarships are awarded to students who demonstrate exceptional academic achievement, leadership, and community service.

**OCC News** **OCC STUDENT THEN NGUYEN SELECTED AS JACK KENT COOKE SCHOLARSHIP RECIPIENT**

Then Nguyen, a senior majoring in Architecture, was selected as a Jack Kent Cooke Scholar recipient. He is one of the 100 students nationwide who received the scholarship. Nguyen, who was selected in early May that he had been selected as a recipient of the prestigious Cooke Undergraduate Transfer Scholarship. He also acknowledges that the award is personally rewarding. "Without a Jack scholarship, I cannot go to the school of my choice," says Nguyen.

A total of 70 scholarship recipients were chosen by the Jack Kent Cooke Foundation from more than 1,200 community colleges across the United States. The highly competitive national scholarship program provides selected students with up to \$40,000 a year to complete their bachelor's degree, as well as additional funds for graduate school. Scholarships are awarded to students who demonstrate exceptional academic achievement, leadership, and community service.

2.

**ORANGE COAST COLLEGE**

IT'S COOLER AT THE  
**Coast**

HERE ARE JUST A FEW REASONS WHY:

- EARN A CERTIFICATE IN AS LITTLE AS ONE SEMESTER
- CHOOSE FROM OVER 100 CAREER PROGRAMS AVAILABLE
- GAIN NEW SKILLS IN HIGH WAGE AND IN DEMAND CAREERS
- FINANCIAL AND ENROLLMENT ASSISTANCE
- DEDICATED SUPPORT FOR ADULTS

Apply now!  
[WWW.ORANGECOSTCOLLEGE.EDU](http://WWW.ORANGECOSTCOLLEGE.EDU)

Orange Coast College

3.

**Orange Coast College DENNIS KELLY AQUARIUM**

Have been working as a volunteer with the OCC Aquarium since for 4 years. They have assisted in preparation in growing and releasing green abalone and white abalone for the Orange County Coast Conservation Project. I have been able to help with the maintenance of the tanks and the release of the abalone. I have also been able to help with the release of the abalone. I have also been able to help with the release of the abalone.

Orange Coast College's Dennis Kelly Aquarium is the largest and most diverse student-run aquarium in Southern California. With a total volume of nearly 4,000 gallons and more than 20 tanks representing different ecosystems, the aquarium offers OCC students the opportunity to learn about a variety of marine life and develop aquarium husbandry skills.

It also provides a forum for students to gain hands-on experience in design and system construction, feeding, maintenance, water quality testing, problem solving, and coral fragging that cannot be found with traditional textbooks or lecture classes.

**DENNIS KELLY AQUARIUM**  
Orange Coast College Dennis Kelly Aquarium  
2701 Lawrence Road  
Costa Mesa, CA 92626

**Orange Coast College**

4.

**NOW**

is your chance to join the **DISABLED STUDENTS PROGRAM AND SERVICES** team! Are you looking for work on campus? Do you qualify for Federal Work Study? Are you interested in helping your fellow students? If the answer is YES, we are looking for YOU!

**HIRING**

**APPLY TODAY!**

Bring by the Special Services building or give us a call at (714) 442-3077. We'd love to hear from you.

Orange Coast College


## KEY

1. Magazine
2. Handcard

3. Tri-fold Brochure
4. Flyer



5.



**LEADERSHIP**  
Chris Ramirez, EOPS and CARE Director

**EOPS COUNSELORS**  
Heather Cording  
Marianne Connerly  
Michelle Ngo  
Clyde Phillips  
Vida Shuts

**EOPS STAFF**  
Tracy McDermott, CARE Specialist  
Ramon O'Neil, EOPS/CARE Specialist

**CONTACT & LOCATION**  
2700 Fennell Road  
Santa Rosa, CA 95425  
Phone: (714) 432-5877  
EOPS Office, Fourth floor of Warren Hall, #445

"Success comes from knowing that you did your best to become the best that you are capable of becoming."  
John R. Wooden

**EOPS SERVICES & BENEFITS**

- Academic, Career and Personal Counseling
- Monthly Bus Pass or Parking Permit
- Textbook Services
- Priority Registration
- School Supplies
- CSU/UC Application Fee Waivers
- Graduation Cap & Gown
- Cultural Activities
- Honor Society
- Student Merit Awards
- Transfer Assistance
- EOPS Scholarships

**When I started my classes at OCC, I didn't know anything about the school system in the USA. I cannot emphasize enough how much the EOPS program has shaped my education path from undergrad to grad school."**  
Julia

"Thank you EOPS for helping me throughout my OCC education experience. I couldn't be where I am today without the support and guidance of my counselor. The EOPS staff members are so kind and helpful too!"

6.

# BURSAR'S OFFICE

## COMMUNITY EDUCATION



ORANGE COAST COLLEGE

7.

# Navigate OCC

## before classes start!

This **FREE** one-day event allows new students and supporters to explore the campus, meet fellow students, learn how to get involved, and get ready for the first day of school.

(TUESDAY)  
**AUGUST 18, 2020**

Sign up now at  
[www.orangecoastcollege.edu/fpr](http://www.orangecoastcollege.edu/fpr)

Questions? Get in touch with OCC Future Pirate Registration at [fpr@occ.occ.edu](mailto:fpr@occ.occ.edu)

ORANGE COAST COLLEGE

8.

# Don't let staying at home get to you -

## JUMP ON THE COMPUTER AND INTO ORANGE COAST COLLEGE!

**APPLY NOW! FALL CLASSES BEGIN AUGUST 24**  
[www.orangecoastcollege.edu/jumpstartOCC](http://www.orangecoastcollege.edu/jumpstartOCC)

**WE'LL HELP YOU SUCCEED**  
College is one of the top transfer colleges in California! Orange Coast College is a premier transfer college and university, with excellent transfer agreements with UCLA, UC Irvine, UC Santa Barbara, Chapman University, and more. We have a variety of programs and majors to choose from, and we'll help you find the right one for you.

**WE'LL HELP YOU GO PLACES**  
We are one of the top community colleges in California. We offer a variety of programs, including: Business, Health Sciences, Education, and more. We'll help you find the right one for you.

**WE'LL HELP YOU THRIVE**  
We offer a variety of support services, including: Academic Advising, Career Counseling, and more. We'll help you find the right one for you.

**WE'LL HELP YOU FEEL AT HOME**  
We offer a variety of student organizations, including: Student Government, and more. We'll help you find the right one for you.

**FALL CLASSES BEGIN AUGUST 24**

ORANGE COAST COLLEGE

## KEY

5. Single Fold Brochure

6. Directional Signage

7. Poster

8. Tri-fold Direct Mailer

[illegible]

Orange Coast College

# STAY THE COURSE, PIRATES!

*Remember,*

**X** your success matters

**X** there's a hint ready to help

**X** tips and tricks for online learning will be provided

Get in touch with us  
**Success Matters Team**  
 successmatters@occc.edu  
 Call or Text: (714) 432-6843

**ORANGE COAST COLLEGE**

CODE TO WEBSITE!

QR CODE

ORANGE COAST COLLEGE

ORANGE COAST COLLEGE

[illegible]A wide banner for Pirate Football. It features a blue and orange color scheme. In the center, the words "PIRATE FOOTBALL" are written in large, bold, blue capital letters with a white outline. The background includes images of football players in action, some in blue and white uniforms and others in orange and blue uniforms, set against a backdrop of orange and blue geometric shapes.

**KEY**

- 9. Folder
- 10. Postcard
- 11. Event Brochure
- 12. Banner

## 11. Event Brochure

## 12. Banner





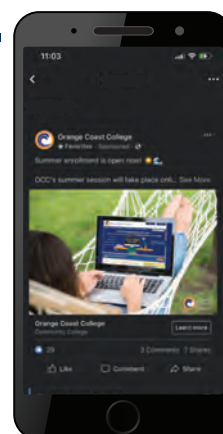
18.



19.



20.



### KEY

18. Web Design

20. Digital Advertisement

19. Coast to Coast

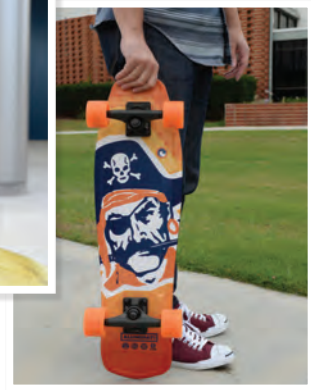
21.



22.



23.



### KEY

21. Video

22. Vinyl Wrap

23. Giveaways

24.



25.



### KEY

24. Wall Graphics

25. Window Clings



# GRAPHIC STANDARDS

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OCC communicates a consistent message with the use of its logos, motto (or “tag line”), school colors, design and stylistic elements on all visual media originating from the College.

All external (to the community off campus) promotional and marketing material must adhere to graphic standards.



# OUR COLOR PALETTE

---

## Orange Pantone 021

### CMYK

C= 0 M= 51 Y= 87 K= 0

---

### RGB

R= 247 G= 146 B= 57

---

### WEB SAFE

R= F9 G= 92 B=39

# Blue

# Pantone 2768

## CMYK

C= 100 M= 78 Y= 0 K= 44

---

## RGB

R= 0 G= 45 B= 106

---

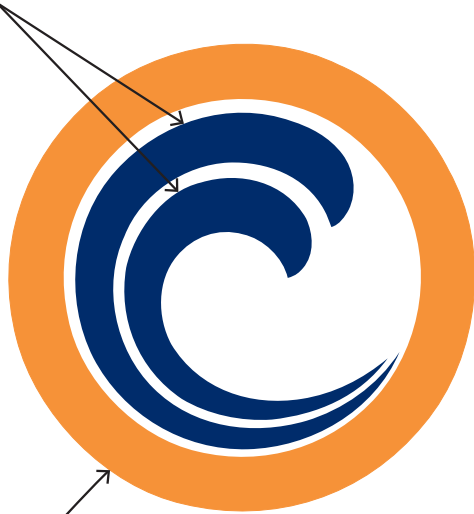
## WEB SAFE

R= 00 G= 2D B= 6A

## OCC LOGO

---

Blue = PANTONE 2768



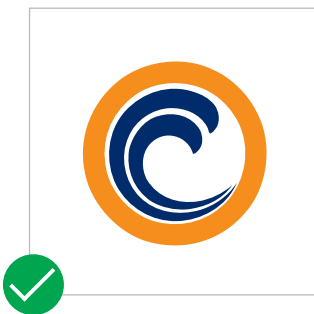
Orange = PANTONE 021

ORANGE  
COAST  
COLLEGE

Trajan bold = PMS 2768  
Small Caps, Flush Right

**OFFICIAL USES OF OCC LOGO**

---



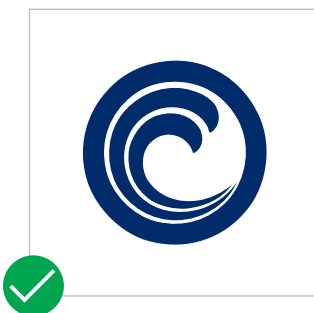
Color logo



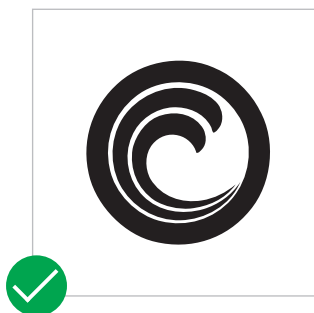
Color logo on dark field



Reversed logo

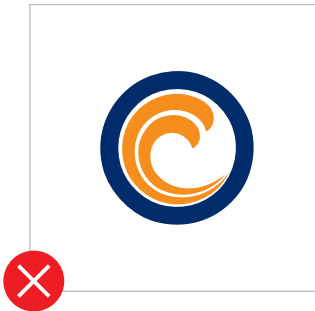


1 Color logo

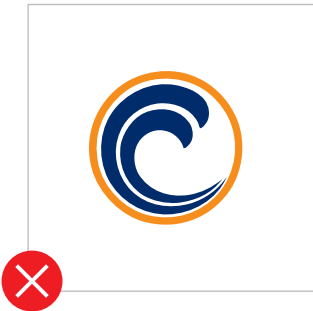


Black logo

# IMPROPER USES OF OCC LOGO



Changing color order



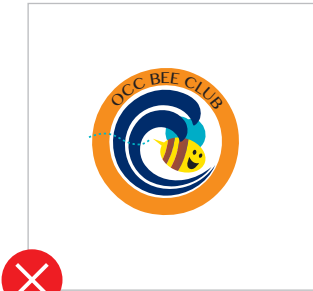
Changing logo ring



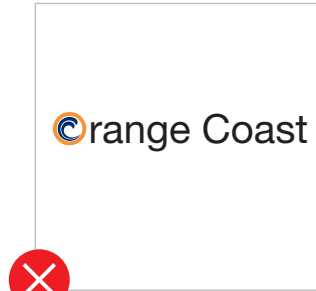
Distorting logo



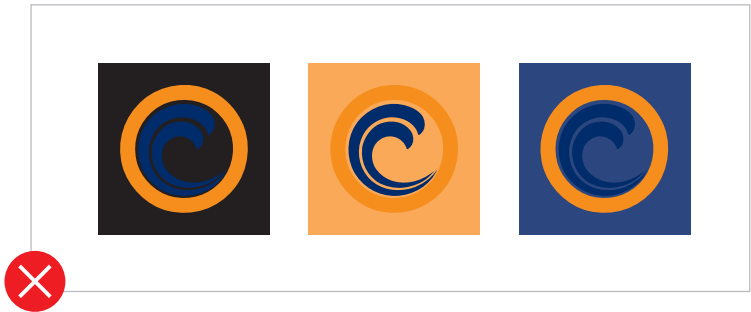
Modifying logo



Adding type or graphics to logo

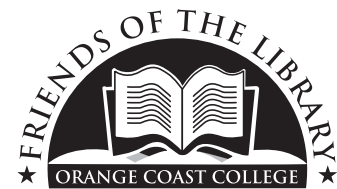


Logo in type or shape



Logo on solid dark without white center

## OFFICIAL PROGRAM IDENTITIES



## CELEBRATORY EVENT LOGOS

Celebratory logos may be used with express permission of the Marketing and Public Relations department.



## OFFICIAL USES OF OCC PIRATE MASCOT AND SPORTS LOGOS



## OFFICIAL USES OF OCC SEALS

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## LOGO PLACEMENT


Official samples of the College logos and seals can be found on the OCC Portal under Marketing and Public Relations. There are both “solid” and “screened” versions of the official logo.

Orange Coast College’s logo and seal are copyrighted graphics and are not to be altered outside of the approved standards.

The proper placement of the OCC logo is the bottom, right corner of printed materials and PDF documents.

The OCC logo may be used in tandem with program and sports logos, or alone.

A program logo cannot take the place of the OCC logo.



**GET INTO  
SHAPE**

at Orange Coast College  
**FITNESS COMPLEX**


**SIGN UP FOR KINESIOLOGY CLASSES!**


- ▶ KIN 107/207-Cardio Activities and Training
- ▶ KIN 108/208-Strength and Conditioning Training

**BENEFITS OF THE CLASSES**

- + Work out on state-of-the-art cardio and strength training equipment
- + **Free** general fitness evaluations
- + Knowledgeable faculty and staff
- + More affordable and personalized than other fitness centers

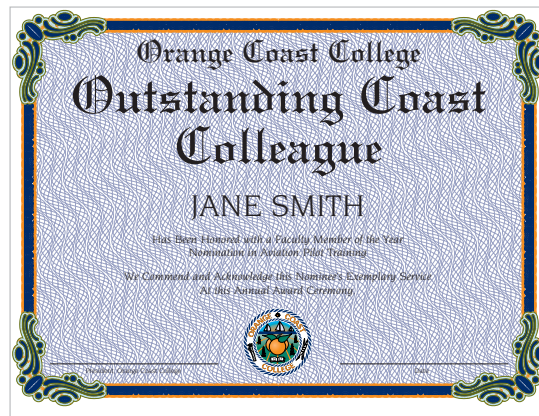
Located across from the soccer field.

 ORANGE  
COAST  
COLLEGE

 ORANGE  
COAST  
COLLEGE

## CERTIFICATE

OCC's official certificate template may be used to recognize campus and community individuals and programs. It may be requested through the OCC Portal by submitting a Publicity & Design Request Form.



## LETTERHEAD

The OCC Letterhead is available in both printed and Word template form. Pre-printed hard copies can be ordered through the College's Print Services facility.

Word template versions can be accessed through the OCC Portal under Marketing and Public Relations.



## BUSINESS CARDS

The official OCC business card may be ordered through Administrative Services. Cost and quantity may vary. The business card order form is available through the OCC Portal.



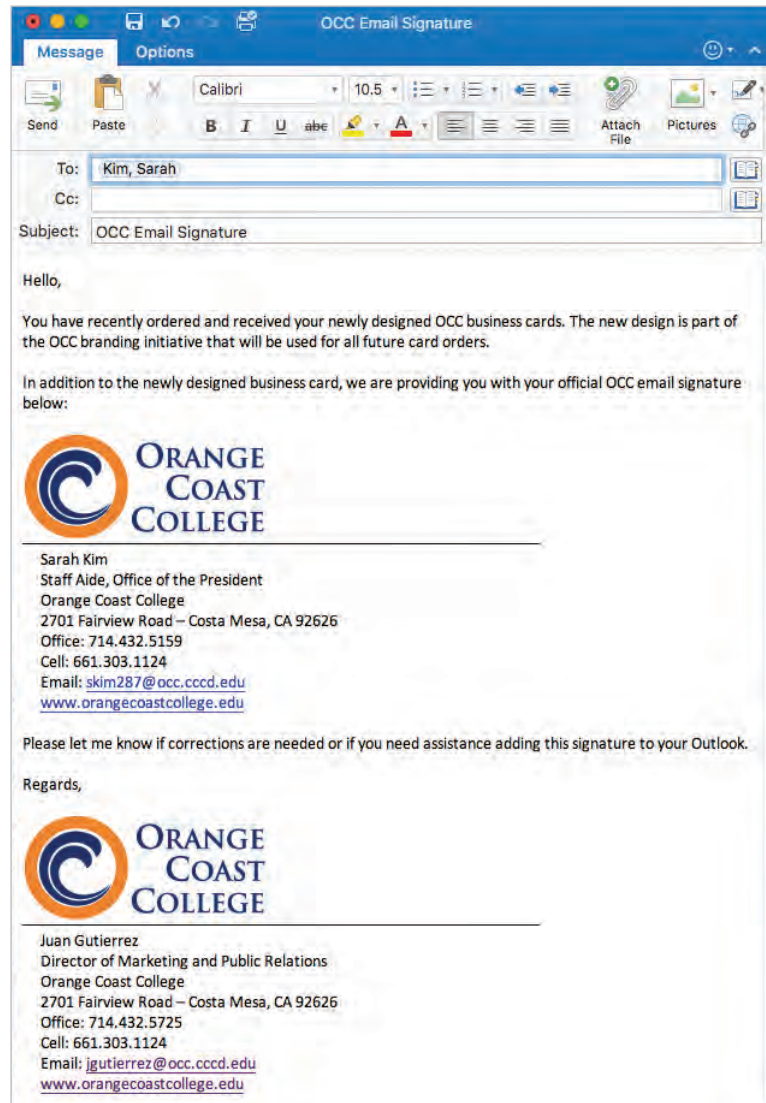
## NAME BADGES

The official OCC name badge may be ordered through Administrative Services. Badges are ordered in batch quantities, and cost may vary with number of badges ordered.



## EMAIL SIGNATURE

Contact the Department of Marketing and Public Relations to create an email signature.





# DIGITAL COMMUNICATIONS

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There are a number of methods to convey information to a variety of audiences both on and off campus. It is important to understand the most effective medium to use when disseminating information. The following identifies the digital mediums and provides guidelines for proper use. Internal vs External Communications.

# INTERNAL VS EXTERNAL COMMUNICATIONS

In order to transmit relevant and timely information, it is important to choose the best possible communication medium for the targeted audience by distinguishing Internal and External communications.

<p><b>Internal</b> groups include:</p> <p>Current students</p> <p>Current faculty</p> <p>Current staff</p>	<p><b>Examples</b> of Internal communications include:</p> <p>Budget/ledger cutoffs for the year</p> <p>Last day to withdraw from a class</p> <p>Reminder to apply for the FAFSA</p> <p>H1N1 vaccination opportunity on campus</p> <p>Accreditation updates</p> <p>Faculty and staff scholarship application opportunities</p>
<p><b>External</b> groups include:</p> <p>Potential students – returning, high school, etc.</p> <p>Potential donors</p> <p>Community members</p> <p>Business owners</p> <p>Foundation members</p> <p>Alumni</p> <p>Legislators</p> <p>Vendors</p>	<p><b>Examples</b> of External communications include:</p> <p>Application procedure</p> <p>Financial aid process</p> <p>OCC facts and statistics</p> <p>College news and events</p> <p>College resources and programs</p> <p>FTEs marketing and advertising</p> <p>OCC Outreach</p>

**NOTE:** Some messages are applicable to both Internal and External audiences and can be disseminated using a combination of digital mediums.

## **MyCOAST**

---

MyCoast is intended for an internal audience at the College that includes faculty, staff and/or current students. Announcements can be made on MyCoast dashboard to the intended audience by submitting a “MyCoast Target Announcement” request form in OCC Portal. All requests are subject to approval.

Various messages are appropriate for MyCoast. The frequency and number of messages should be monitored so as to not overload readers.

## **OCC PORTAL**

---

The OCC Portal is intended for an internal audience at the College that includes faculty and staff. Announcements on the Portal’s main page can be made by submitting an “OCC Announcements” form in OCC Portal. All requests are subject to approval.

OCC Portal announcements are intended to be messages of interest to only faculty and staff. Care should be taken to ensure that information is updated to be relevant and correct.





# WRITTEN COMMUNICATIONS

---

OCC has many stories to share about the accomplishments of its students, faculty and programs, and there are a variety of ways to promote these successes. Our team utilizes several tactics to communicate information about the College to both internal and external audiences, including a weekly internal newsletter, press releases and media alerts that are distributed to local news sources, and Web and print feature stories. The following guidelines will help determine which type of written communication will best serve your needs.

## COAST TO COAST

---

Coast to Coast is published weekly during the fall and spring semesters. Its primary purpose is to inform OCC administration, faculty and staff about events, honors, items of interest, sports recaps and miscellaneous announcements happening on campus.

### Deadlines

The deadline for Coast to Coast is the Wednesday afternoon before it is released. Coast to Coast generally goes out via email on Fridays.

### Submissions

Faculty and staff can submit story ideas for Coast to Coast in two ways: they can submit a Publicity and Design Request Form, located on the OCC Portal under HotLinks, or they can email the Department of Marketing and Public Relations directly, at either [jgutierrez@occ.cccd.edu](mailto:jgutierrez@occ.cccd.edu) or [arangno@occ.cccd.edu](mailto:arangno@occ.cccd.edu).

Coast to Coast covers events that are sponsored by the school or faculty and staff (i.e. theater performances, health fairs, lectures), as well as honors or announcements pertaining to OCC faculty, staff, administration, and alumni. It sometimes covers events sponsored by student clubs or societies on a case-by-case basis, however the Associated Student Body of Orange Coast College must make the request.

The Department of Marketing and Public Relations requests that story ideas be submitted no later than three weeks prior to an event. This allows the department time to adequately research the event, as well as obtain photos, etc.

The order of stories in Coast to Coast is subjective. Major campus events are generally put near the top, and all other stories are ordered according to date.

The copy in Coast to Coast is edited according to in-house OCC style guidelines, which closely mirror AP Style Guidelines with some exceptions. All stories are fact checked to the best of the Department of Marketing and Public Relations' abilities. If an error is found within a story in Coast to Coast, the department will do everything in its power to amend it. This includes correcting the copy on the school's website, and issuing a correction in a future issue of Coast to Coast.

## PRESS RELEASES

---

Press releases are distributed regularly to all major local print, online and television news sources, as well as industry specific trade publications.

The purpose of press releases is to generate media interest in the school and its faculty, students and staff. The school relies on media publicity for several reasons; publicity can support fundraising efforts for future projects and events, it can increase student enrollment by heightening OCC's brand awareness, and it can serve as a means to preserve the school's reputation as a distinguished institution of higher learning.

The Department of Marketing and Public Relations maintains an extensive list of media contacts, but is always open to suggestions for new publications and media sources.

### Deadlines

Faculty and staff can submit requests for press releases in two ways: they can submit a Publicity and Design Request Form, located on the OCC Portal under HotLinks, or they can email the Department of Marketing and Public Relations directly, at either [jgutierrez@occ.cccd.edu](mailto:jgutierrez@occ.cccd.edu) or [arangno@occ.cccd.edu](mailto:arangno@occ.cccd.edu). All related photos should be emailed directly to the department.

Timing for distribution of press releases is subjective. For example, the Department of Marketing and Public Relations takes several factors into account when deciding when and how to send out a press release for events, such as whether or not attendees must pre-register, the cost to attend, the frequency of the event, etc. As a general rule, it's best to submit a request for a press release between four and eight weeks ahead of a scheduled event.

For all other requests, the Department requires no less than three weeks notice in order to adequately research, write and distribute a press release.

Press releases are edited according to AP Style Guidelines with some exceptions. All stories are fact checked to the best of the department's abilities. The department will send a draft of each press release to the primary and secondary contacts referenced in the release for further fact checking at least one day prior to its distribution. Once everyone has signed off, the press release is distributed via email.

## MEDIA ALERTS

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Media alerts are distributed weekly to all major local print, online and television news sources.

The purpose of media alerts is to notify assignment editors and reporters of a school-sponsored event that they might be interested in covering. The format of a media alert is brief; it is primarily concerned with answering the “who, what, where, when and why” of an event, as well as providing appropriate contact information for follow-up.

The marketing and public relations department maintains an extensive list of media contacts, but is always open to suggestions for new publications and media sources.

### Deadlines

Faculty and staff can submit requests for a media alert in two ways: they can submit a Publicity and Design Request Form, located on the OCC Portal under HotLinks, or they can email the marketing and public relations department directly, at either [jgutierrez@occ.cccd.edu](mailto:jgutierrez@occ.cccd.edu) or [arangno@occ.cccd.edu](mailto:arangno@occ.cccd.edu). All related photos should be emailed directly to the department.

The Department of Marketing and Public Relations request no less than two weeks notice in order to adequately research, write and distribute a media alert.

Media alerts are written according to AP Style guidelines with some exceptions. All stories are fact checked to the best of the marketing and public relations department’s abilities.

## OCC STYLE GUIDE

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The Marketing and Public Relations Department Style Guide is an essential tool for preparing publications and/or any promotional material that contains written copy. It features formatting, spelling, punctuation, capitalization, grammar and language guidelines.

All entries are in alphabetical order. If you can't find an entry on a subject, please consult the Associated Press Stylebook.

### academic degrees & certificates

The preferred form is to avoid abbreviations. For example, use doctorate instead of PhD, and bachelor's degree instead of BA. When space constraints make the use of abbreviations necessary, do not use periods (e.g., BA, BS, MA, MFA, RN)

Capitalize the Certificates of Achievement and Certificates of Specializations when writing the full proper name (eg: Network Infrastructure Certificate of Specialization). Do not capitalize when shortening to just "certificate" (e.g., computer information systems certificate)..

### academic honors

Academic honors such as cum laude, magna cum laude, summa cum laude and with distinction receive no special treatment in running copy, and are not capitalized (e.g., she graduated summa cum laude).

### acronyms

Always spell out the proper name of an organization on first reference. You may shorten to an acronym on second reference and beyond (e.g., National Council of Marketing and Public Relations on first reference, NCMPR after that).

## address

Orange Coast College's address is:

2701 Fairview Road  
Costa Mesa, CA 92626

The following can be used to direct students to a specific place on campus:

The Main Quad (or The Quad)

The Library Quad

The Journalism Patio

The Horticulture Gardens

The Tennis Complex

The Adams Lot

## alumnus, Alumna, Alumni

Use “alumnus” (“alumni” in the plural) when referring to a man who has attended a school.

Use “alumna” (“alumnae” in the plural) for similar referencing to a woman.

Use “alumni” when referring to a group of men or women.

\*The same rules apply to “emeritus,” “emerita,” and “emeriti.” See the “Emeritus, Emerita, Emeriti” category for more details\*\*

## ampersand

Spell out “and” in most instances. The ampersand can be used as a design element or in a headline, if space necessitates it.

## articles

Capitalize an article — the, a, an — or words of fewer than four letters if it is the first or last word in a title or headline.

## awards

Only capitalize “award” in copy when it is part of the name of an award.

## board of trustees

The full name of Orange Coast College’s governing board is capitalized as follows:  
Coast Community College District Board of Trustees

Short forms of the name are not capitalized:

The board of trustees met Monday.

The College’s board of trustees will meet Monday.

## buildings on campus

Capitalize proper names of buildings on first reference (Robert B. Moore Theatre).

On second reference capitalize the shortened building name (eg: Theatre).

### Building/Facility/Room

- |   |  |
|---|--|
| ● Basil H. Peterson Gymnasium                                 | ● Giles T. Brown Forum                                 |
| ● Beth Cosner Brown Reference Room<br>(library)               | ● Harry & Grace Steele Children’s Center               |
| ● Charles Haley Business Center                               | ● Harry R. LeBard Stadium                              |
| ● Charles Lewis Applied Science<br>Building                   | ● Jane Hilgendorf Court                                |
| ● David A. Grant Collegiate Rowing<br>Center                  | ● Jim Carnett Press Box                                |
| ● Dick Tucker Field<br>(football field within LeBard Stadium) | ● Jim McIlwain Track & Field                           |
| ● Doc (Ben) Mason Fieldhouse                                  | ● John Altobelli Park                                  |
| ● Fran Albers Maintenance &<br>Operations Building            | ● John Clarke Computing Center                         |
| ● Frank M. Doyle Arts Pavilion                                | ● John S. Owens Skill Center                           |
|   | ● Leon Skeie Exercise Science Lab<br>(Fitness Complex) |
|   | ● Mary McChesney Classroom<br>(2nd floor Lit & Lang.)  |



- Mary-Lynn Bergman-Rallis  
Planetarium Theatre
- Norman Watson Hall
- Robert B. Moore Theatre
- Ruth & Matt Miller Recital Hall

- W. Bradley Avery Professional  
Mariners Training Center
- Wendell Pickens Field
- Yoshida Gallery (first floor Art Center)

### **Monuments, Plaques, Trees, Benches**

- Adrienne “Sunny” Sudweeks Memorial  
(near Fine Arts Building)
- Bill Parks Memorial  
(base of tree near business center)
- Cliff Travioli Recognition Monument  
(LeBard Stadium, Adjacent to Flag pole)
- Garrison Garden  
(outside Moore Theatre)
- Horticulture benches for Jacque  
Lenanton, Don Ackley, Sandi Savage,  
Pedro Barbosa (student), Fran Albers
- James Thornton Monument  
(planter, west side of Admin. Bldg.)
- Mike Copp Recognition Tree

### **capitalization**

Keep capitalization to a minimum — the more words you capitalize, the more you complicate your text.

See “Divisions/Departments” for guidelines on capitalization.

Do not capitalize the common names of semesters, terms, academic sessions or periods, such as fall semester, registration, orientation and schedule pickup. If a semester or term is followed by a specific year, use capitalization (e.g., Fall Semester 2010 or Spring 2012).

Do not capitalize freshman, sophomore, junior, senior, graduate, postgraduate, postdoctoral, non-degree or any similar designation unless it is part of a title, a headline or the official name of an organization.

### **certificates and forms**

The following guidelines apply to the titles of academic and professional certificates (as in Class AA Professional Certificate); visas; government forms; specialized forms, such as financial aid forms; and other documents referred to by name.

Terms that are generally descriptive — such as application for admission, declaration of intent, or application for admission to candidacy — should not be capitalized.

Capitalize the first word and all nouns, pronouns, adjectives, verbs and adverbs in the title of the form:

Certificate of Achievement

Associate in Arts Degree

Associate in Arts for Transfer

Associate in Science Degree

Associate in Science for Transfer

Free Application for Federal Student Aid (FAFSA)

When a number is part of a form's title, use the numeral and omit any punctuation:



Form 1,040EZ



Form 1040EZ



Form Two-A



Form 2A

## commas

We do not use the serial comma (eg: Remember to drop, cover and hold on).

The exception to this rule is if the word “and” appears twice in a series (eg: Remember to drop, cover, and hold on, and once the shaking has stopped evacuate the building.).

## compositions

Put the title of an entire composition in italics. Put the title of a short work — one that is or could be part of a larger undertaking — in quotation marks.

Examples of an entire composition include:

Books	Poems
Computer games	Albums
Movies	Radio and television programs
Operas	Lectures and speeches
Plays	Works of art

Examples of short works that are part of a larger composition include:

Song from an album	Title of an article in newspaper/ magazine
Chapter from a book	Television episode

Websites, dictionaries, directories, handbooks, catalogs and the Bible are exempt from this rule. Newspapers also are exempt (see “Newspaper” category for more details).

## course load

Two words. Generally refers to the number of course hours recommended or allowable each semester.

## course numbers and titles

When a course number and title are given together, give the alpha symbol and number followed directly by the title. There is no intervening punctuation.

- CIS A111 Intro to Computer Info Systems

- CNST A114 Cabinet Making

- DANC A119 Kinesiology for Dance

When a course title is given without the course number, you may capitalize the course title as long as it is the complete title.

Do not use alpha symbols when speaking generally of a department or program's courses or of an academic discipline.



Students may count up to 18 hours in CIS, CNST or DANC toward the major.



Students may count up to 18 hours in Computer Information Science, Construction or Dance toward the major.

When listing courses by number, repeat the alpha symbol with each number.



The required courses include CIS A110, 114, and 191 or 192.



The required courses include CIS A110, CIS A114, and CIS A191 or CIS A192.

## coursework

One word. Generally refers to the courses taken for degree credit.

## currency

Never combine the symbol \$ and the word “dollars” in the same context.

## dash/hyphen

There are three kinds of dashes used in College publications. Most word-processing and page-layout programs can produce all three — hyphen, en dash and em dash.

### Hyphen ( - )

Used to separate the elements of a hyphenated compound (for example, “on-screen” or “English-speaking students”) or to break words at the end of lines of copy.

### En dash ( – )

Used to indicate duration or continuing or inclusive numbers (for example, “2009–10” or “children age 1–5”).

### Em dash ( — )

Used to introduce an explanatory or emphatic element; to indicate a sudden break in thought or speech; to create a break in continuity greater than that suggested by the comma; and to set off multiple nouns when the nouns are the referents of a pronoun that is the subject of a summarizing clause.

In applications and formats that don’t allow em dashes, use two hyphens ( -- ). Do not overuse em dashes. Never use more than a single em dash or pair of em dashes in a sentence; consider commas, semicolons and parentheses as alternatives.

## dates

Abbreviate the following months if they are part of a date:

Aug.    Sept.    Oct.    Nov.    Dec.    Jan.    Feb.

Spell out the following months if they are part of a date:

March    April    May    June    July

Spell out ALL months if they stand alone (eg: the concert will take place in late September).

## datelines

Orange Coast College adheres to AP Style Guidelines for state abbreviations. These differ from the two-letter ZIP code abbreviations commonly seen.

The following is a list of correct state abbreviations:

Ala.	Del.	Ky.	Miss.	N.J.	Ore.	Va.
Ariz.	Fla.	La.	Mo.	N.M.	Pa.	Vt.
Ark.	Ga.	Md.	Mont.	N.Y.	R.I.	Wash.
Calif.	Ill.	Mass.	Neb.	N.C.	S.C.	W.Va.
Colo.	Ind.	Mich.	Nev.	N.D.	S.D.	Wis.
Conn.	Kan.	Minn.	N.H.	Okla.	Tenn.	Wyo.

The following states are never abbreviated:

Alaska	Idaho	Maine	Texas
Hawaii	Iowa	Ohio	Utah

The following U.S. cities do not require a state designation when referenced in publications:

Atlanta	Dallas	Las Vegas	New York	Salt Lake City
Baltimore	Denver	Los Angeles	Oklahoma City	San Antonio
Boston	Detroit	Miami	Philadelphia	San Diego
Chicago	Honolulu	Milwaukee	Phoenix	San Francisco
Cincinnati	Houston	Minneapolis	Pittsburgh	Seattle
Cleveland	Indianapolis	New Orleans	St. Louis	Washington

The following international cities do not require a state designation when referenced in publications:

Amsterdam	Havana	Milan	Sao Paulo
Baghdad	Helsinki	Monaco	Shanghai
Bangkok	Hong Kong	Montreal	Singapore
Beijing	Islamabad	Moscow	Stockholm
Beirut	Istanbul	Munich	Sydney
Berlin	Jerusalem	New Delhi	Tokyo
Brussels	Johannesburg	Panama City	Toronto
Cairo	Kuwait City	Paris	Vatican City
Djibouti	London	Prague	Vienna
Dublin	Luxembourg	Quebec City	Zurich
Geneva	Macau	Rio De Janeiro	
Gibraltar	Madrid	Rome	
Guatemala City	Mexico City	San Marino	

### degrees

- When referencing a degree that someone holds, try to use the words “bachelor’s” “masters” or “doctorate.”
- When referencing a degree program at OCC, use Associate of Arts or Associate of Science on first reference, and AA and AS on second reference.

### divisions/departments

- Capitalize the proper name of each division (eg: Literature and Languages).
- Do not capitalize the name of the departments UNLESS you are referring to the English or Spanish department (eg: marketing department).

## email

No hyphen.

## emerita, emeritus, emeriti

“Emerita” refers to a woman, “emeritus” to a man, “emeriti” to a mixed group or to a group of either sex. Place “emerita,” “emeritus” or “emeriti” after the formal title:

Professor Emeritus of English Gary Hoffman or Gary Hoffman, professor emeritus of English

President Emeritus Dave Grant

Trustees Emeriti of Coast Colleges (as in a headline)

The committee included four professors emeriti.

## FAQ

This abbreviation for “frequently asked questions” is acceptable for Web usage but not for print publications.

## freshman vs freshmen:

Use “freshman” when writing of one first-year student, “freshmen” when writing of more than one. Use “freshman” as a modifier.

## GPA

Abbreviation for “grade point average.” When listing a GPA, always use a decimal point and carry to at least one decimal place (eg: 3.0, 2.2).

## grades

- Only flat letter grades are given at Orange Coast College — there are no pluses or minuses (e.g. A, B, C, D or F).
- Students may also take a course with a “Pass/No Pass” option (P, NP).



## honor society

Do not capitalize “honor society” on its own — only capitalize as part of a proper title (eg: “Phi Theta Kappa Honor Society”).

## Internet

Always capitalize.

Try to avoid using http:// and https:// when you can. Also avoid URLs that are particularly lengthy and complicated (a short vanity URL can be requested by emailing James Nguyen at [jnguyen1007@occ.cccd.edu](mailto:jnguyen1007@occ.cccd.edu))

## lists

When referencing proper names with a common last word, do not capitalize the last word (eg: San Bernardino, Orange and Riverside counties).

## mascot

Orange Coast College’s mascot is Pete the Pirate. He was first introduced to the College in 1992, and current management of mascot duties falls under the jurisdiction of the marketing and public relations department. You may refer to affiliated students and employees as “Pirates” in more casual copy, such as sports recaps.

## newspapers

Orange Coast College’s on-campus newspaper is The Coast Report. The Coast Report is entirely student-run, with one faculty advisor.

## numerals

In general, spell out numbers one through nine. Use numerical figures for 10 or above.

The exceptions are:

Academic course numbers

Addresses

Ages (eg: She is 5 years old. He is in his 30s)

Dates, years and decades (eg: Class of '67, Feb. 8, 2014)

Decimals, percentages, and fractions larger than one (eg: 3½, one-quarter)

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Dimensions (eg: 5 feet 6 inches, 5-foot-6. Never use 5'6.)

### **on campus**

Hyphenate only when used as a modifier (e.g. The meeting will be held at the on-campus Starbucks OR Starbucks is located on campus, near the Arts Center). The same rules apply for “off campus.”

### **office**

Do not capitalize unless it is part of a proper name (e.g. Office of Admissions OR Stop by the admissions office for an application).

### **Orange Coast College**

On first reference, always refer to the school as Orange Coast College. On second reference and beyond, the only acceptable names are OCC and Coast. Do not refer to the school as “Orange Coast.”

### **point of view**

- Try to avoid using first person (“I,” “we” and “my”) and second person (“you” and “your”) point of view in College publications.
- The third person perspective is preferred for all College publications. This includes “he,” “she,” “it/s,” “him,” “her,” “his” and “her/s.” Plural third person pronouns include “they,” “them” and “their/s.”
- Always be consistent in copy, and do not switch between first, second or third person within the same publication.

### **School Name**

- First reference should be the full name, capitalized – Orange Coast College.
- Second references and beyond can be either OCC or Coast.
- You may also refer to OCC as “the College” (capital “C”) in copy.
- Never refer to the College as “Orange Coast.”

## semesters

Do not capitalize the common names of semesters or academic sessions such as fall semester, registration and orientation. If a semester or term is followed by a specific year, use capitalization (e.g., Fall Semester 2003).

## Times

- Include periods in a.m. and p.m.  
.....
- Do not include :00 when referencing a time on the hour (eg: 1 p.m. NOT 1:00 p.m.).  
.....
- For ranges in time, include a dash (eg: 4–5 a.m.).  
.....
- References to 12 p.m. and 12 a.m. should be written as noon or midnight.

## Titles

- Capitalize a person's title if it comes before their name (eg: Vice President of Administrative Services Rich Pagel).  
.....
- Do not capitalize a title if it comes after a name (eg: Michael Mandelkern, dean of Literature and Languages).  
.....
- Do not use Mr. or Mrs.  
.....
- Do not include degrees after names (eg: Michael Mandelkern, PhD).  
.....
- Include "Dr." at the beginning of names at your discretion.

## Web

Always capitalize.

# WEB: STANDARDS AND ACCESSIBILITY

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The Web standard guidelines are an effort to unify and enhance the College's extensive collection of Web pages. The website provides crucial information to the public and we rely on Web editors to be conscious of how they frame the content on the Web. Additionally, all Web editors need to be mindful of making the Web accessible. Web accessibility provides equal access and opportunity for the widest possible audience. Inaccessible websites make it difficult or impossible for those with auditory, physical, visual and cognitive disabilities to consume and produce information, and by doing so it hinders their ability to participate. This section will cover the College's web standards along with common requirements to make a website compliant with Section 508 guidelines.

## WEB STANDARDS

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In an effort to unify and enhance the College's extensive collection of Web pages, the Office of Marketing and Public Relations' Web standard guidelines will help build a high-quality and consistent user experience across OCC's website. The website provides crucial information to the public and we rely on Web editors to be conscious of how they add content to their Web pages.

We follow four basic principles to achieve this goal:

### 01. Conciseness

Users are accustomed to scanning for information they need on the Internet so content must be clear and to point.

### 02. Usability

All Web pages must be consumable for the widest possible audience. In other words information should be easy to find and navigate across our website.

### 03. Consistency

Providing users with familiar content and layout will create a sense of unity across all Web pages.

### 04. Accuracy

Web pages must be free of errors and up-to-date.

## STRUCTURING URLs

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The structure of URLs is important for Search Engine Optimization (SEO). Search Engines such as Google and Bing look for key elements within a URL structure to help crawl and rank websites.

A URL structure should follow these criteria:

**Short and concise** – a short and concise URL (20 characters or less) for each page will improve SEO. Using acronyms, abbreviations, or a combination is permitted to shorten the URL. Additionally, the URLs should all use lower case characters.

**Use hyphens instead of spaces or underscores** – Using hyphens will act as spaces to

separate words. Avoid using spaces and underscores. Spaces will translate into "%20" in your URL and underscores will concatenate your words into one word in which both will make it difficult for a Search Engine to crawl our website.

**Avoid using stop words** – Avoid using verbs in the URL like 'are' or 'have'. Also do not use articles or prepositions such as 'a', 'the', 'of', 'for', etc. These types of words have very little value to SEO.

These are some URL examples when converting your Web page titles into a proper URL format:

Marketing and Public Relations → mpr or marketing-pr

Orange Coast College Pirates → occ-pirates

Department of Mathematics → math-dept

## USE OF HEADERS AND PARAGRAPH

### Headers

Effective use of headers allows users to easily scan through the information on a Web page. Placement of headers and the use of their type will help navigate users to the information they are looking for. The following headers indicate how each type should be used:

<b>Heading 1</b>	Used only once per Web page and should be used for page titles
<b>Heading 2</b>	Used for section titles under Heading 1
<b>Heading 3</b>	Used for subsection titles under Heading 2
<b>Heading 4</b>	Used for subsection titles under Heading 3
<b>Paragraph</b>	Used for all regular text

## Color Contrast

The use of accessible colors with enough contrast helps people with vision impairments read a Web page. There must be contrasting colors/shades at a ratio of 4.5:1 to discern between background and foreground content. The color contrast of content can be checked by using a tool such as Color Contrast Checker at WebAIM.org or a Firefox Add-on called WCAG Contrast Checker.

## Underline

Text should not be underlined unless it is a hyperlink. Generally, underlined text indicates that a word or a group of words is a link. When non-links are underlined, users are likely to mistake it for a link.

## Bold and Italic

Bold and italicized words should highlight the importance of text, and/or emphasis text respective to a paragraph. One should use the `<strong>` tag to bold text and use the `<em>` tag to italicize. Avoid using `<b>` to bold or `<i>` to italicize because they carry no semantic meaning.

## Contextual Links

When creating links in your Web pages, do not use the word(s) “link” or “click here”. Try to use explicit or descriptive links.

For example:



“For our OCC donation form, [click here](#).”



“Please view our [OCC donation form](#).”

## IMAGES

### File Naming Convention

Image file names should be brief and descriptive according to the image and should refrain from using the name the camera has given such as “DSC1047.jpg” or “IMG\_85.png” or a generic name such as “photo.” For example, if you have a picture of Pete the Pirate at a baseball game, then it should be labeled as “pete-the-pirate-baseball-game.jpg”. Please use only hyphens to separate each word for your image name and use lowercase letters.

### Sizing

These predefined images sizes are allowed in JPG format.

<b>Banner Image</b>	<b>1920 x 853 px @ 72 ppi</b>
<hr/>	
<b>Secondary Banner Image</b>	<b>1920 x 450 px @ 72 ppi</b>
<hr/>	
<b>Thumbnails</b>	<b>100 x 66 px, 100 x 100 px</b>

### OCC Colors

The official web color codes:

**Orange = #F99239**

**Blue = #002D6A**



## Alternate Text

Alternate Text for images provides an alternate method of delivering information to those with visual or cognitive disabilities. The key to determining the appropriate text for an image is dependent upon the context.

### Example 1

The alt text for this image should be “Pete the Pirate.”



### Example 2

The alt text for this image should be empty.

In this example, the text beneath the image conveys a message that identifies the image. Therefore the empty alt text would be appropriate.



Pete the Pirate (Pete III) follows in his grandfather's footsteps as the official college mascot. Born in Virginia, Pete attended Mascot Academy before returning to the campus made famous, in part, by his illustrious grandfather.

**Example 3**

The alt text for this image should be “Pete the Pirate.”

In this example, the Pete the Pirate image is a hyperlink and below it is the “Pete the Pirate” in plain text. When a hyperlink encapsulates only the image it puts the “Pete the Pirate” in plain text out of context, which separates its relationship from the image. The alt text for the image should be “Pete the Pirate.” In this case, it seems redundant but it’s appropriate to describe the function.



Pete the Pirate

**Example 4**

The alt text for this image should be empty.

In this example, Pete the Pirate in plain text and image are both encapsulated in one hyperlink. In this case, the text is within the context of the image and they coexist together as a single function within the hyperlink.



Pete the Pirate

**Example 5**

The alt text for this image should be empty.

In this example, the decorative image does not contain any important content for the user. Images that are used for layout or decorative purposes should have an empty alt text.



## TABLES

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### Layout Tables

Layout tables are frequently used to lay out content within a multicolumn format. However, they can lack the flexibility to adjust the table and text size when the table is viewed on smaller screens. This may result in the table extending outside the page view and require users to scroll horizontally to view the content. Generally, it is not recommended to use tables to lay out content but rather use non-table elements and CSS to achieve a responsive Web design. If a table is used as a layout, then consider that the tables are read by screen readers in a linearized order going from left to right and top to bottom. It's important that the content flow is in this order so the user with a screen reader can make logical sense of the content. For example, if a screen reader read a layout table with a phone listing of departments it would read in this order.

#### Department Phone Listing

1. English Department	2. (714) 432-5716
3. Geology Department	4. (714) 432-5681
5. History Department	6. (714) 432-5753

## Data Tables

A data table is a table that consists of row headers, column headers, or both along with a description of the table. For example: a simple table of course offerings with a description in the summary attribute or caption tag describing the purpose of the table. In the first row are table headers, which are marked indicating a title for each column. The website's content management system (CMS) should give an option to input a table header and a description for the table.

Department Code	Course Number	Section	Date and Time
CHEM	219	1	M, W, F 1-3 p.m.
MATH	101	3	T, Th 9:15-11 a.m.

```

<table summary="Course Offerings">
<caption>Course Offerings</caption>
<tr>
<th>Department Code</th>
<th>Course Number</th>
<th>Section</th>
<th>Date and Time</th>
</tr>

<tr>
<td>CHEM</td>
<td>219</td>
<td>1</td>
<td>M,W,F 1-3 p.m.</td>
</tr>

<tr>
<td>MATH</td>
<td>101</td>
<td>3</td>
<td>T, Th 9:15-11 a.m.</td>
</tr>

</table>

```

## INLINE FRAME AND MULTIMEDIA CONTENT

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### Inline Frame

Inline Frame (iframe) is used to display a Web page within a Web page. A website that uses iframes will have to make them accessible for screen readers when an iframe displays content such as a form, video, social media feed or advertisement. Adding the title attribute with a brief description of the content like “OCC Student Club Twitter feed” would be sufficient.

### Multimedia Content

Multimedia content includes audio and video components that must be accessible to those with disabilities. Users that are visually impaired, deaf or hard of hearing, and have motor disabilities must have a visual and auditory alternative to consuming the media.

The following are requirements for multimedia:

Captions must be provided.

---

Captions must be synchronized and equivalent to the given multimedia content.

---

Audio description must be provided.

---

Audio description must be synchronized and equivalent to the given multimedia content.

---

Controls to start and stop the multimedia content.

---

The audio must not play automatically.

# SOCIAL MEDIA

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OCC recognizes that with new and emerging technologies, the way people communicate is constantly evolving. The numerous communications tools available today allow OCC to build meaningful connections with students, alumni, faculty, staff, visitors and the community. The purposeful use of social media also supports the College, its activities and educational pursuits.

## EXISTING ACCOUNTS

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OCC is on many social media platforms and it may change due to the ever-evolving nature of social media. Below are the College's main social media sites:

**Facebook**

<https://www.facebook.com/orangecoastcollege>

**Twitter**

<https://twitter.com/orangecoast>

**LinkedIn**

<https://www.linkedin.com/edu/orange-coast-college-20116>

**YouTube**

<https://www.youtube.com/orangecoastcollege>

**Instagram**

<http://instagram.com/orangecoastcollege>

**Flickr**

<https://www.flickr.com/photos/orangecoastcollege/albums>

**Tik Tok**

<https://www.tiktok.com/@orangecoastcollege>

## NEW ACCOUNTS

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All new social media accounts must be created through the College's marketing and public relations department. To create a social media account, submit a publicity and design request form, located on the OCC Portal. The submission will be sent to the Director of Marketing and Public Relations and a work order will be created. A communications specialist will contact the requester for additional information. The person managing an officially recognized OCC account on social media **MUST** be a full-time employee; students are prohibited from managing social media accounts, and the marketing and public relations department strongly recommends against part-time employees managing social media accounts, unless there is a full-time employee serving as a co-manager.

## EXISTING ACCOUNTS

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Social media accounts currently in existence will be "grandfathered" in. Meaning, the managers do not have to create new accounts, but must go through the same process to be supported and officially recognized by the College. Only approved accounts may have links present on the website.

## GENERAL INFORMATION

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Offices and departments that wish to author an OCC-sanctioned social media tool should first contact the marketing and public relations department for training, branding and communication guidance. To help drive traffic to your social media, the marketing and public relations department will add your site to the list of OCC-sanctioned and OCC-branded social media sites that are being updated routinely by College departments. A directory of officially sanctioned OCC social media accounts can be found at <https://prod.orangecoastcollege.edu/about/sm-directory.html>



## OCC SOCIAL MEDIA POSTING GUIDELINES

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All officially recognized and sanctioned Orange Coast College social media accounts must adhere to the College's Social Media and Blogging Guidelines, which can be found at [bit.ly/occguidelines](http://bit.ly/occguidelines)

Social media account managers must enforce OCC's Social Media and Blogging Guidelines, and remove content/block users who violate posting guidelines. The link for the Social Media and Blogging Guidelines must also be displayed somewhere on officially sanctioned accounts, preferably in the bio section of an account's profile.

## LAW AND STANDARDS

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Social media and blogging accounts will adhere to both state and federal law including those that pertain to harassment and criminal threats. Violators will be suspended from all OCC social media and blogging activity until further notice and may be reported to local police.

The following laws pertain to social media usage at Orange Coast College:

California Penal Code 422

Communications Decency Act

Additionally, all activity on official OCC social media pages and OCC-sanctioned social pages will be subject to the College's Student Code of Conduct. OCC students who violate the Student Code of Conduct on social media will be referred to the Dean of Students' Office.

## CONFIDENTIALITY AND PRIVACY

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OCC observes the Family Education Rights & Privacy Act (FERPA). OCC will not release private and proprietary college information. OCC's privacy protection also extends to its staff, faculty and students. Approval and documented consent of release is required for all confidential information that is posted on social media and blogs.

Photos of any individual under the age of 18 must NOT be posted on social media accounts sanctioned by the College without the express written permission of a parent/guardian.

## RESPECT

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OCC will treat each person or entity on social media and blogs with respect. OCC will not engage with users who make negative or slanderous remarks toward the College or one of its employees. If necessary, an authorized OCC representative will respond respectfully to correct any false statement. Depending on the severity of the negative comment, management and/or authorities will be consulted.

If an OCC-produced post is found to be offensive, the post will be deleted immediately and an apology will be issued. The person or group responsible for the post will be reviewed according to OCC's Code of Conduct.

## COMMUNITY

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OCC encourages everyone to participate and connect with the people and content on its social media platforms. To protect OCC's users and community, social media websites(\*sites) managed and sanctioned by OCC will be moderated. The official social media sites for Orange Coast College, and all OCC-sanctioned social media sites, are not open forums. The purpose of these sites is to discuss matters related to the College, as identified and raised by the College or the College's department and programs. We encourage the public to submit comments that are on topic, but please address those comments to the specific topic(s) discussed.

Inappropriate, criminal, abusive, SPAM and discriminatory behavior will not be tolerated. Content that expresses hate, profanity and personal attacks also will not be allowed. Users who use curse words, racist words, abusive language, or language that promotes

violence will be blocked. We may, but have no obligation to, remove, hide, block, report, and/or monitor content or accounts posting on the OCC social media accounts that we determine, at our sole discretion, violates our posting guidelines.

OCC's official social media sites and sanctioned sites are forums that are limited to the specific topics identified and raised by the individuals who manage each site(s). Users who submit content to these sites agree they have read, understand, and agree to the following terms and conditions under such use.

## **PERMISSIONS AND CREDIT**

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It is the responsibility of the person who is posting content to OCC's social media and blogs to be informed of copyrights, trademarks, rights of publicity, third party rights and user-generated content. The owner of any content that did not originate from OCC may need to be reached for permission of usage. For all OCC social media and blog platforms, applicable sources will be cited and reference links will be provided if using another person or entity's content.

## **FACTUAL CONTENT**

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All authorized OCC social media and blog posts shall be factual and true. Before posting, information should be checked for validity and accuracy. If there is any discrepancy in the information of a potential post, OCC and its employees will not release the post.

## **OPINION AND PERSONAL VIEWS**

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The views and opinions expressed on OCC-sanctioned social media platforms are those of the author(s) and not necessarily those of OCC, its leadership, its Board of Trustees, or any of its employees.

## COMMENTS AND CONCERNS

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We welcome constructive criticism about ways we can improve and will respond accordingly.

## POSTS ARE PERMANENT

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Once social media and blog posts are released, they can be deleted from the account, but cannot be completely erased from the Internet. Therefore, OCC social media and blog posts must be carefully vetted and proofread before being released. In accordance with marketing and public relations department procedures, it is highly advised that posts be approved before public release.

## MISTAKES AND CORRECTIONS

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OCC's marketing and public relations department understands that mistakes do occur. However, if incorrect information is released or discovered on a social media platform, the deletion of the original incorrect post may be necessary. The mistake should be publicly acknowledged and the post re-released with the correct information. Following the re-release, the occurrence of the mistake should be assessed and social media procedures should be revised accordingly in order to avoid future mistakes.

## SECURITY BREACH

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In the event that any of OCC's social media or blogging accounts have been breached, OCC's marketing and public relations department, the manager of the accounts and the head of any relevant departments should be contacted. The public will be notified of the security breach and the passwords of all the OCC social media accounts will be changed. OCC's IT Department will also perform a security scan of the school's systems. The proper authorities will also be notified of the security breach.

## SOCIAL MEDIA AND BLOGGING CRISES

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A social media and blogging crisis occurs when there is a sudden spike and continuously growing topic of conversation that could damage OCC's reputation. The crisis can occur on OCC's platforms or on any third party account. Each situation will be specific and have different needs. In such an event, immediately cease all social media and blogging activity. An emergency meeting should be scheduled with the director and communication specialist of the marketing and public relations department, as well as any pertinent parties to devise a plan of action. Please report all negative activity to the marketing and public relations department immediately by emailing [jgutierrez@occ.cccd.edu](mailto:jgutierrez@occ.cccd.edu) or [arangno@occ.cccd.edu](mailto:arangno@occ.cccd.edu)

## OCC SOCIAL MEDIA POSTING PROCEDURES

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- Notice of social media requests will go through the Publicity & Design Request Forms found on OCCPortal.  
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- Information and copy of event/announcement will be reviewed.  
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- Communications Specialist, copywriter and any additional team members (i.e. graphic artist, photographer, etc.) will meet to coordinate supporting material.  
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- The event must be logged and/or approved.  
.....
- Supporting material must be finished and available (i.e. press release, graphic, photo, etc.) before any social media activity.
  - a. In most cases images/graphics needs to be attached to the post or a link needs to be provided to boost engagement.

- Social media post is scheduled using supporting material information.

- a. One post will be released within the two-week window before the event date.
- b. A social media post to be released on a specific date/time can be requested. However, it must be requested in the Publicity & Design Request Form and approved.
- c. More than one social media post can be requested. However, it must be requested in the Publicity & Design Request Form and approved.

- The Department of Marketing and Public Relations is not required to notify requesters when a social media post has been released. However, a request for notification can be stated in the Publicity & Design Request Form.

- Analytics of the post can be provided, but must be noted on the Publicity & Design Request Form.

#### Quick Tips

Social media can only be as successful as the support given to it and the proactive participation in distributing the information. High quality visuals are recommended as well as understanding your audiences' social media habits.

An example of proactive participation would be if your event is posted on Twitter, it is advisable that all involved parties retweet the post. Social media training can be provided if you need assistance. Please contact the Department of Marketing and Public Relations for information by emailing [arangno@occ.cccd.edu](mailto:arangno@occ.cccd.edu)



# PHOTOGRAPHY SERVICES

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OCC offers in-house professional photography services to support programs and services, as well as an employee benefit. Professional photography services can be requested for events, promotions and employee headshots.



## REQUESTING PHOTOGRAPHY

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To request photography, please fill out the Publicity and Design Request form located on the OCC Portal. Please submit requests at least three weeks before the date of your event.

If certain details need to be included in the photos, it is important for the client to provide a list to the department before the scheduled event date.

## VIEWING

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Depending on the type of event and approval of the department, photos may be uploaded to Orange Coast College's Flickr account:

<https://www.flickr.com/photos/orangecoastcollege/albums>

## RELEASES

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All individuals that will be on-camera talent (i.e actor) will need to sign and submit a release form. Releases can be found on the OCC Portal under the Department of Marketing and Public Relations page.

# VIDEO SERVICES

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The Department of Marketing and Public Relations provides video services from pre-production all the way through post-production. The department is available to document events, highlight programs, create instructional videos and more.

## REQUESTING VIDEO

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To request video, please fill out the Publicity and Design Request form located on the OCC Portal. For basic videos, please submit requests at least six weeks before the date of your deadline. An example of a basic video project could be a two-minute video with only one on-camera interview filmed at only one location. Additional requirements may require more lead-time. It is suggested to submit all video requests as early as possible.

## RELEASES

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All individuals that will be on-camera talent (i.e actor) or off-camera talent (voice over) will need to sign and submit a release form. Releases can be found on the OCC Portal under the Department of Marketing and Public Relations page.

## VIDEO RECORDING

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Video requires the full active cooperation of the requesting party. Any delay will push back the timeline of the project. Among the items requesters are responsible for are scripts, on- or off-camera talent, props, location approvals, etc.

If certain details need to be recorded for the video, it is important for the client to provide a list to the department before the scheduled production date.

## VIDEO EDITING

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The Department of Marketing and Public Relations has the capability to edit client videos.

If there is a request to re-edit an existing video created by the department, a six-week lead time is still needed to complete the request. The original submitted video must have been filmed within one year of the original production date. However, such requests cannot be guaranteed due to archiving factors. Videos that are older than one year should be re-filmed completely.

Requests to edit material the department did not film requires that the client provide all raw footage in a digital format with a minimum quality of 1080 HD. The client must provide copies of the releases from the owners of the footage and talent. All edited videos intended for Orange Coast College will follow the established graphic and branding guidelines.

## VOICE RECORDING

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The Department of Marketing and Public Relations can record voice over for video or as a standalone request. A script must be provided and the client is responsible for providing a voice-over actor.

## GRAPHICS

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OCC maintains graphics standards that all videos must adhere to. If your project requires specific graphics or artwork, please mark and detail those requests in your Publicity and Design Request form.

Additional time will be needed for requests that require animation and special effects.

## CLOSED CAPTIONING

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All produced videos with dialogue must be closed-captioned. The department will be able to transcribe and input closed-captioning if the video is not dialogue intensive. In cases when videos are dialogue heavy, the department can recommend vendors to closed caption the project for clients.

To better determine whether the department can transcribe the video or it has to be sent out to a vendor, a script can be provided before production. If the video project does not have a script, generally videos that have no more than three minutes of dialogue can be closed-captioned by the department.

## VIEWING

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Depending on the type of video and approval of the department, videos may be uploaded to Orange Coast College's YouTube account:

<https://www.youtube.com/orangecoastcollege>

To better reach audiences, it is suggested that the client provide a short description about each video.

