

Napa Valley College Social Media Guidelines and Best Practices

Office of Public Affairs & Communications | Social Media | 2026

1. Purpose

These guidelines ensure that all social media content representing Napa Valley College (NVC) is:

- Accurate and professional
- Inclusive and student-centered
- Accessible to all users ensuring compliance with ADA Title II accessibility requirements
- Aligned with NVC's mission and values

2. Who Must Follow These Guidelines

- NVC faculty and staff who maintain NVC social media platforms
- Academic departments and programs
- Student organizations, clubs, and leadership groups
- Athletics, support programs, and campus initiatives
- Any account using NVC's name, logo, branding, or representing a campus group

If your social media account is connected to NVC in any way, you are required to follow these guidelines.

3. Account Requirements - MANDATORY

To operate or maintain a social media account representing Napa Valley College, the following requirements must be met:

- All accounts representing NVC belong to the College
- Complete the [Social Media Account Validation Form](#)
- Use an NVC managed email account or transfer account access to one
- Maintain updated login credentials with appropriate staff or advisors
- Access must be transferred when staffing or student leadership change
- Accounts must follow NVC policies
- Follow all NVC Social Media Guidelines, including accessibility requirements under ADA Title II

All NVC-affiliated accounts are responsible for ensuring that content is accessible and usable by all individuals, including those using assistive technologies. This includes adhering to standards such as providing captions for video, alt text for images, and clear, readable content.



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Accounts that do not comply:

- Will be required to revise or remove non-compliant content
- After repeated violations, will be asked to be taken down.

4. Representing Napa Valley College

When posting from an NVC affiliated account, you represent the College.

DO:

- Share helpful, accurate, and student-focused information
- Promote events, resources, and opportunities
- Communicate in a respectful and inclusive manner

DON'T:

- Share personal opinions or political views
- Post confidential or sensitive information
- Use offensive, misleading, or harmful language

5. Voice & Tone

NVC's voice is:

- Welcoming
- Inclusive
- Professional
- Student-centered

DO:

- Use clear, friendly language
- Keep tone professional but approachable
- Highlight student success and campus life

DON'T:

- Use slang, sarcasm, or overly casual language
- Post in a way that could be misunderstood
- Use humor that may exclude or offend

6. Accessibility & Title II Compliance - REQUIRED

Napa Valley College is required to ensure digital content is accessible under ADA Title II. This applies to ALL social media posts on all NVC associated accounts.

Required for EVERY Post:

- Add alt text to all images and graphics
- Include captions on all videos (review for accuracy)



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- Use plain, easy-to-understand language
- Ensure text is readable (strong color contrast)
- Use CamelCase hashtags (e.g., #NVCStudentLife)
- Use emojis sparingly and place them at the end

These practices support users with screen readers, those who cannot hear audio, and mobile users.

Images & Graphics

- Do not rely on images alone to share important information
- If a flyer includes details, repeat them in the caption
- Ensure text is large and high contrast
- Include links in captions (QR codes alone are not accessible)

Video Content

- All videos must include captions (spoken words + sounds)
- Review auto-captions for accuracy
- Add descriptions when important visuals are not spoken

Not Allowed (Accessibility Violations)

- Posting flyers with key info only in the image
- Using auto-captions without reviewing them
- Low-contrast text (hard-to-read colors)
- Flashing or rapidly looping GIFs
- Overusing emojis or placing them mid-sentence
- Using decorative characters (like ASCII art)

7. Quick Accessibility Check

Before you post, ask yourself:

- Did I add alt text?
- Does my video have captions?
- Did I include important info in the caption?
- Is the text easy to read?
- Are my hashtags in CamelCase?

If not, fix it before posting.

8. Content Guidelines

Recommended Content:

- Events and important dates
- Student achievements and stories



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- Campus services and resources
- Academic programs
- Community partnerships

Caption Tips:

- Keep it short and clear
- Include a call-to-action (e.g., “RSVP today”)
- Make sure all key details are in the caption

9. Hashtags & Formatting

DO:

- Use 2–5 relevant hashtags
- Use CamelCase (e.g., #NapaValleyCollege, #GoStorm)
- Tag relevant people or departments

DON'T:

- Overload posts with hashtags
- Use unrelated trending hashtags
- Repeat the same hashtags on every post

10. Logo and Brand Use

All NVC-affiliated social media accounts must follow official Napa Valley College branding standards when using logos and visual elements.

[Review NVC Brand Guidelines](#)

Logo Use

- Use only the official NVC logo as provided
- Do not alter, stretch, crop, rotate, or recolor the logo
- Ensure the logo is clear and readable on all backgrounds

When to Use the Logo

- Use the NVC logo on content that represents official college programs, services, or events
- Student organizations may use the logo only for college-related activities and in alignment with NVC standards

Club and Program Branding

- Clubs and programs may have their own logos
- Do not create logos that resemble or replace the NVC logo
- Clearly distinguish between club identity and official NVC branding

Design Standards

- Follow NVC colors and fonts where possible



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- Ensure all designs meet accessibility standards, including readable text and sufficient contrast

11. Account Ownership

- All accounts representing NVC belong to the College
- Login information must be shared with your department or club supervisor
- Access must be transferred when staffing or student leadership change
- Accounts must follow all NVC policies

12. Support

If you need assistance or have questions, please reach out to communications@napavalley.edu.



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