



University Website and Social Media Guidelines

Updated 11.15.2023

7.5. **Post consistently.** To be looked at as a brand leader and trusted source, stay relevant by establishing a consistent posting schedule. Be sure to post at least once a week, but no more than three times a day.

8. **Sticking to**

10. **Linking, Retweeting or**

10.1. Under certain circumstances, Cal Maritime could be subject to liability for third-party content to which we link or refer because we may be perceived to content as our own. To help mitigate this risk, you should observe the following guidelines:

10.1.1. -party content that would not meet the standards established in these guidelines. This includes, for example, , discusses or financial plans, performance or prospects, is clearly false or misleading, or