Social Media Handbook

Site Administrator Policy & Guidelines for Managing the College’s Official Social Media Pages

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Office of Marketing & Communications
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INTRODUCTION

Delaware County Community College recognizes that social media have become important and influential communication channels in today’s society. Social media platforms and new technologies can assist in strengthening the connection between the College, students, and the community at large. The use of social media can also strengthen the College’s image and potentially make the College aware of public perceptions and/or ideas regarding Delaware County Community College. While social media is often deemed “less” official than a public website, it is imperative that the College’s social media presence makes strong impressions by providing timely, consistent, accurate information that remains faithful to the College’s brand identity.

The official policies and guidelines contained within this document are intended to help navigate and engage in social media conversations while managing these important communication channels. These policies and guidelines are intended for all Delaware County Community College staff, faculty, students or anyone who represents the College in any way utilizing social media. Compliance is required.

SOCIAL MEDIA DEFINED

The term “social media” refers to any online platform that enables users to develop, publish and share information with others. Social media platforms encourage and facilitate interaction among users. The platforms are highly accessible and easy to use. Popular social media sites include: Facebook, Twitter, LinkedIn, blogger, YouTube, Flickr, Foursquare, and Google+, among many others.

PURPOSE

Delaware County Community College, its departments and individuals in their capacity as social media site administrators for official College social media accounts use social media to market and promote the College by informing constituencies about College-related news, events, developments, and the services and programs we offer; build online communities of constituents with shared interests; and provide an engaging way for constituents to share thoughts, ideas and experiences through online discussions, postings, photos and videos pertaining to official College business. For the purposes of this document, constituents includes current and prospective students, alumni, donors, community and business partners, legislators, sponsoring school district administrators, civic leaders, and members of the community at large. The use of social media at the College is not for sharing personal information or self-promotion.
THE COLLEGE’S APPROACH

Goals

The main goals of Delaware County Community College’s participation in social media are:

- Support the College’s mission by informing constituents about the quality educational opportunities available at the College.
- Expand the reach of the College’s brand communications beyond the website into social media avenues which are increasingly growing in popularity across demographics.
- Develop a level of trust within the College’s prospective student target audience to help convert prospects to students and students to alumni.
- Promote a myriad of College events, workshops, classes and programs.
- Drive traffic to the College’s public website.

Strategy

To maximize the effectiveness of Delaware County Community College’s social media presence, the Office of Marketing and Communications maintains one primary institutional page on Facebook and one on Twitter, and will limit the number of supplemental college-affiliated accounts or groups. College departments wishing to promote their information and services may do so through the main College page by contacting the Office of Marketing and Communications. Employees of the College are not permitted to create individual department pages. The Office of Marketing and Communications reserves the right to enforce the deletion or inactivation of any unapproved social media pages, groups, accounts or sites.

The goal is to disseminate all types of college information through one main site, rather than having many separate sites that limit the opportunity of reaching the largest possible audience. Social media is used every day by current and prospective students alike. It is both a recruitment and retention tool. As such, it is important that prospective students, donors or community partners can see all that is going on in this dynamic institution at a glance. This centralized social media model also serves to help the Office of Marketing and Communication to monitor the release of college-related information.
Objectives

Each social media site utilized by the College should have a well-defined target audience and unique purpose.

Facebook – Facebook is primarily used to engage students and other stakeholders in conversation about the College. The secondary use is to disseminate information. Social media, and Facebook in particular, allow us to provide more in-depth glimpses into campus life, student/alumni success stories, academic information, student success resources, etc. Rich media (short videos, photos, audio clips) should be used when possible to provide a deeper, personal experience.

LinkedIn – LinkedIn is primarily used by the Alumni office as a professional network with the primary purpose of strengthening connections among College alumni and the institution. LinkedIn allows students, alumni, faculty and staff to tap into the invaluable career experience and opportunities of our College community.

YouTube – The College is currently establishing one official YouTube “channel.” YouTube will be primarily used to showcase and share videos from College events, programs or classroom activities in a central repository. The secondary use will be to disseminate information.

Twitter – While the College has not yet established an official Twitter presence, the Marketing & Communications office plans to do so in near future. Twitter will be primarily used by the College to disseminate information to students and community stakeholders, including legislators, businesses, non-profits, residents, the press and other educational institutions.

While the four social networks outlined above represent the College’s official entrée into the social media space, the guiding policy contained herein applies to any other social media. For a definition of social media, refer to the “Social Media Defined” section on page 3 of this document.
The College’s Official Social Media Sites

Currently, Delaware County Community College officially hosts and participates in the following social networks:

**Facebook**
- Main College fan page: [www.facebook.com/DelawareCountyCommunityCollege](http://www.facebook.com/DelawareCountyCommunityCollege)
- International Student Services: [http://www.facebook.com/pages/Delaware-County-Community-College-International-Student-Services/164285943654170](http://www.facebook.com/pages/Delaware-County-Community-College-International-Student-Services/164285943654170)

**LinkedIn**
- Alumni Association: [http://www.linkedin.com/groups?gid=105028&trk=hb_side_g](http://www.linkedin.com/groups?gid=105028&trk=hb_side_g)
- New Choices: [http://www.linkedin.com/groups?gid=3664774&mostPopular=&trk=tyah](http://www.linkedin.com/groups?gid=3664774&mostPopular=&trk=tyah)

**YouTube**
- Main College channel: [http://www.youtube.com/DelawareCtyCommCol](http://www.youtube.com/DelawareCtyCommCol)

**Twitter**
- Main College account: [http://www.twitter.com/delawareccc](http://www.twitter.com/delawareccc)

Only the pages/accounts listed above are recognized by Delaware County Community College as official accounts by the Office of Marketing & Communications.
HOW TO PROVIDE CONTENT FOR POSTS

Delaware County Community College will be using a centralized management model as we publicly launch and promote our social media sites. Any campus, division, department, organization or club at the College can email the Office of Marketing & Communications (socialmedia@dccc.edu) with the messaging to be posted, and the Marketing & Communications staff will post it. The Marketing & Communications office will maintain and post to the official College social media platforms requested. Requests are due one week prior to the desired posting date to ensure we are not posting more than two messages per day providing time for fan feedback – a social media best practice. The Marketing & Communications staff will regularly review the official Calendar & Events web page and post deadlines associated with registration, holiday information, school closings and major news found on the News & Information page of the website.

The following information is needed for posting requests:

- Name of submitter
- Phone number
- Email address
- Name of campus, division, office, organization, club
- Desired posting date
- List of social media pages where the message is to be posted
- Message (200 maximum word count; maximum 140 characters for Twitter)*
- Any photos, video or links to include

*It’s typically best to keep messaging as brief as possible. Constraining the messaging to 140 characters makes it much easier to simultaneously post on Facebook and Twitter.
REQUEST TO REPRESENT THE COLLEGE THROUGH SOCIAL MEDIA

The College will be using a centralized social media management model meaning that most of the College’s official social media sites will fall under the purview of the Office of Marketing & Communications’ with responsibility for pulsing messaging, making updates, ongoing monitoring and measurement/reporting. However, various departments and offices may request to have their own social media pages/presences to officially represent Delaware County Community College in a specific area of expertise or affinity by submitting a Social Media Account Application Form.

Note: All employees seeking to create a social media account associated with the College must submit a Social Media Account Application and receive approval from the Office of Marketing and Communications.

Below are some important requirements:

- The Office of Marketing & Communications will initiate account set-up.
- An official College department email account must be used.
- The supervisor of the requesting department must authorize the request.
- These departmental social networking pages or sub-pages will have a minimum of two Administrators assigned. If an Administrator leaves the College, he/she will be removed as a page administrator and another person assigned in his/her place.
- The Director of Marketing & Communications or his/her representative must be added as an administrator of the departmental page/sub-page for oversight.
- Contact the Office of Marketing & Communications for logos and images in the optimal size and file formats for your social media needs.
- Administrators should check their page(s) a minimum of three times a day.
- Administrators must adhere to the policies and guidelines set forth in this document as well as the agreed upon Terms and Agreements set forth on the Social Media Account Application.
SOCIAL MEDIA USED FOR COURSES

Social media is not meant to be used to distribute course curriculum or content, nor is it to be used to facilitate class discussions. Faculty can utilize WebStudy, a learning management system that offers these options in a more secure and intimate setting. The use of social media at the College is not for sharing personal information or self-promotion.

Social media used as part of a Delaware County Community College course is the responsibility of the faculty member teaching the course to develop and maintain. Classroom use of social media is not considered an official College social media site. Postings on classroom-related social media sites should not include the College’s logo or wordmark. The faculty member is legally responsible for his or her postings and is responsible to adhere to all College policies.

STUDENT CLUBS AND ORGANIZATIONS

Student clubs and organizations are required to adhere to the following:

Student clubs and organizations must obtain approval from the Office of Marketing and Communication to establish a social media presence on Facebook, Twitter, or LinkedIn. Approval must be received PRIOR to the creation of the page.

Students are not permitted to create or set-up Facebook groups, Twitter accounts, or LinkedIn groups for college clubs or departments on behalf of the institution. Student groups or accounts must be set-up by the Office of Marketing and Communications and follow guidelines for naming conventions, image selection, and other page features as prescribed by the Office of Marketing and Communications.

Administrators of student clubs or organizations must include the club advisor (if applicable), the Director of Marketing & Communication and/or his or her representative, and a student officer of the club who is charged with maintenance of the page. Student admins who graduate from the college need to have their admin rights removed upon graduation. In addition, when a new club officer is elected, previous student admins should have their admin rights removed.

STYLE GUIDE

Please contact the Marketing & Communications office for advice on how to properly use the College logo, including the new stacked type logo version, in a variety of applications. The Marketing & Communications office can provide direction on the appropriate use, colors, size and placement for branding continuity in all of our marketing and communications efforts.
GENERAL SOCIAL MEDIA GUIDELINES

Delaware County Community College supports open dialogue and the exchange of ideas.
The College considers social networking and other forms of online discussion as a primary form of
communication among individuals. When Delaware County Community College wishes to communicate
publicly as an institution, only those designated by the College have the authorization to communicate on
behalf of the College.

The keys to success in social media are being honest about who you are, being thoughtful before you
post and respecting the purpose of the community where you are posting. Whether you are posting as an
individual or on behalf of the College, keep the following in mind at all times:

Be transparent. Be honest about your identity. If you choose to post about the College on your
personal time, please identify yourself as a Delaware County Community College faculty or staff member.
Never hide your identity for the purpose of promoting the College through social media.

Be thoughtful how you present yourself online. All employees and representatives of the College are
personally responsible for the content they post on all social media networking sites. Information you
post online may continue to stay on the World Wide Web even after you erase or delete that information
from pages. You cannot ensure who does and does not have access to that information.

Be accurate. Make sure that you have all the facts before you post. It’s better to verify information with
a source first than to have to post a correction or retraction later. Cite and link to your sources whenever
possible; after all, that’s how you build community. If you make an error, correct it quickly and visibly. This
will earn you respect in the online community. Pay careful attention to spelling, punctuation and
grammar as your posts DO reflect on you professionally, as well as on the College.

Think before you post. If you are unsure about something you want to post or how to respond to a
comment, consult with your supervisor first.

Stay on brand. All content, images, logos and links must accurately and responsibly support the
Delaware County Community College brand. See the Graphic Identity Style Guidelines in the Resources
section for more information.
Create excitement. Use social media tools to share with the world the many exciting things the College is doing and open up the channels to learn from others.

Add value. Social media at its best should be an exchange of helpful and interesting information. Use social networking in ways that add value to Delaware County Community College. Self-promoting behavior is viewed negatively and can lead to you being banned from websites or groups. Communication should be informative, thought-provoking, and build a sense of community. If it helps people improve knowledge or skills, do their jobs better, build their businesses, solve problems, or to understand the College better, then it is adding value.

Remember: it’s a conversation. Social networking is all about engagement. Talk with your readers like you talk with people in professional situations. Avoid overly obscure or “composed” language. Consider content that is open-ended and invites response. Encourage comments and engage in dialogue.

Protect confidential and proprietary information. Social computing blurs many of the traditional boundaries between internal and external communications. You must make sure you do not disclose or use confidential or proprietary information about the College, its students, alumni or your fellow employees in any online social networking platform.

Be sure to request permission before posting someone’s picture in a social network. If photographs are being taken at an event, the Marketing & Communications office can provide you with Release Forms to have signed by the subjects. All statements must be true and not misleading. All claims must be substantiated and approved. Be smart about protecting yourself, your privacy and Delaware County Community College confidential information.

Respect copyright and fair use laws. For your own protection, it is critical that you show proper respect for the laws governing copyright and fair use copyrighted material owned by others. At all times comply with the law in regard to copyright/plagiarism. Posting of someone else’s work without permission is not allowed (other than short quotes that comply with the “fair use” exceptions). If you cannot cite accurately or give proper credit to something you wish to post, wait until you can or do not post it at all. See the Resources section of this document for links to accepted “fair use” guidelines.
SOCIAL MEDIA AND RELATED COLLEGE POLICIES

All social media sites have policies about how they will or will not use your content, what is and what is not acceptable, etc. Be sure to familiarize yourself with these policies before engaging in the use of social media on behalf of the College.

Delaware County Community College reserves the right to delete any posting or block posts and/or users that it deems to be slanderous, obscene, soliciting, or threatening. Advertising on behalf of external vendors is prohibited on the College’s social media presences. Please be aware that these are public forums, and any information you share will be viewed by others.

Confidential and Proprietary Information

Any content posted on social media sites is not to be confidential or personal information about oneself, past or present students, faculty, staff, board members, leadership or other authorized representatives. Do not cite or reference students, faculty, staff, administrators, partners, suppliers without their express approval. All statements must be true and not misleading and all claims must be substantiated and approved. Be smart about protecting yourself, your privacy and confidential information about Delaware County Community College.

Copyright and Fair Use

Make sure you have the right to use content, logos, links, photos, videos or any other non-original content before you publish. Be mindful of copyright and intellectual property rights of others and of the College. Social computing blurs many of the traditional boundaries between internal and external communications. Be thoughtful about what you publish. When you do make a reference, link back to the original source if possible.

Network, Computer and Internet Use Policy

Please refer to the policies for Network, Computer and Internet Use which can be found online at http://www.dccc.edu/oit/policies.

Use of Social Media by Employees

This policy can be found in the Network, Computer and Internet Use policies online at http://www.dccc.edu/oit/policies.
Social Media Site Disclaimers

Official Delaware County Community College social networking pages will include the following disclaimers, with the “Reporting Abuse” disclaimer tailored to each specific site.

User-generated Content and Disclaimer
Delaware County Community College accepts no responsibility or liability for any data, text, software, music, sound, photographs, images, video, messages, or any other materials whatsoever ("Content") generated by users ("the Users") and publicly posted on this page.

Inappropriate Content
Any comment or post deemed inappropriate by Delaware County Community College administrators will be removed without prior notice. Examples of inappropriate content or links include those that are sexist, racists, profane, abusive, violent, obscene, spam, and those that advocate illegal activity, or contain falsehoods or libel, incite, threaten College students, employees, faculty, guests or other individuals. We do not permit content promoting products, services, events involving alcohol consumption or promoting commercial, political or other ventures. Anyone who believes this page includes inappropriate content should report it to the Delaware County Community College Marketing & Communications (PR) office at pr@dccc.edu.

Disclaimer for content on linked sites
Delaware County Community College accepts no liability or responsibility whatsoever for the contents of any target site linked from this page.

Terms of Use
By posting content on this page, you represent, warrant and agree that no content submitted, posted, transmitted, or shared by you will infringe upon the rights of any third party, including but not limited to copyright, trademark, privacy; or contain defamatory or discriminatory or otherwise unlawful material.

Delaware County Community College reserves the right to alter, delete or remove (without notice) the content and remove or ban fans at its absolute discretion for any reason whatsoever.

Copyright
The content on this page is subject to copyright laws. Unless you own the rights in the content, you may not reproduce, adapt or communicate without the written permission of the copyright owner nor use the content for commercial purposes.

Reporting Abuse
Facebook encourages all users to report abusive content. To make a report, follow Facebook’s instructions.

Delaware County Community College reserves the right to modify this Disclaimer. If we decide to change our Disclaimer, we will post those changes on this page. Any modification is effective as of the posting of the change.

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RESOURCES

Use of Electronic Systems
Network, Computer and Internet Use Policy
http://www.dccc.edu/oit/policies

Fair Use
Electronic Frontier Foundation’s “Fair Use FAQs”
http://w2.eff.org/IP/eff_fair_use_faq.php

Graphic Identity Style Guide
https://www.dccc.edu/styleguide
Social Media Account Application

Please read the terms and fill out the application form for each social media platform you are requesting. You will be contacted by the Office of Marketing & Communications to review your application.

Delaware County Community College
Social Media Site Administrator Terms and Agreements

1. Each site administrator is familiar with, and agrees to comply with Delaware County Community College's Social Media Policies and Guidelines outlined in the College's Social Media Handbook and the Policy regarding Use of Social Media by Employees.
2. All social media pages must have a specific purpose, and topics relevant to the College's mission.
3. The Director of Marketing & Communications, or his/her representative, must be added as an Administrator to all College social media accounts for oversight purposes.
4. All comments are moderated. Comments that obscene, defamatory, profane, libelous, threatening, harassing, abusive, hateful or embarrassing to another person or entity are inappropriate and not approved. The site administrator agrees to take all reasonably possible steps to prevent or eliminate inappropriate comments and understands that their use of social media may discontinued if such comments cannot be prevented or eliminated.
5. Any threats to harm a person or oneself must be immediately addressed by notifying the Director of Campus Safety. If a comment violates any law or College policy, it must be forwarded to the Director of Marketing & Communications at socialmedia@dccc.edu.
6. The Social Media Disclaimers must be posted or linked on all official College social media sites.
7. New content must be uploaded to social media sites at least once a week and be monitored daily, particularly on Facebook and Twitter.
8. Questions posted on social media platforms should be responded to within 24 hours.
Delaware County Community College
Social Media Site Administrator Application

Applicant(s) Names: ____________________________________________
_________________________________________________________________________

Department/Club/Organization Name: ________________________________

Title(s): _____________________________________________________________

Phone: _____________________________________________________________

College Department Email: _____________________________________________

I agree to the Social Media Site Administrator Terms and Agreements.

☐ Yes    ☐ No

I am requesting the following social media platform:

☐ Facebook    ☐ LinkedIn

☐ Other – please specify: _____________________________________________

Proposed site name: _________________________________________________

Please describe your primary audience.
_________________________________________________________________________

What’s the primary purpose for the social media platform you are requesting?
_________________________________________________________________________
_________________________________________________________________________

Please provide three examples of posts you might make on the requested platform.
_________________________________________________________________________
_________________________________________________________________________
_________________________________________________________________________

Who will be maintain this social networking site? _____________________________

Supervisor’s Name & Email _____________________________________________