ACC

ALVIN COMMUNITY COLLEGE

SOCIAL MEDIA STANDARDS AND GUIDELINES

Introduction

The rapid growth of social media technologies combined with their ease of use and pervasiveness make them attractive channels of communication. However, these tools also hold the possibility of a host of unintended consequences. To help you identify and avoid potential issues, we have compiled these guidelines. They are examples of best practices and are intended to help you understand the implications of participating in social media.

Process for Creating an ACC Social Media Presence

To ensure that your social media efforts adhere to the design and policy standards of Alvin Community College, all official ACC social media accounts must be created by Marketing. To request a social media account, fill out the following form. Upon approval, Marketing will then grant the appropriate person(s) administrative access to those accounts.

Employees of the college are not permitted to create individual department accounts or pages without approval and assistance from the Marketing and Media Department. Our department reserves the right to enforce the deletion of any unapproved social media pages, accounts, or sites.

To maximize the effectiveness of ACC-affiliated pages, the college will limit the number of supplemental accounts and pages on all social media platforms based on user need and value. The preferred method for college departments wishing to promote their information and services is to do so through the main ACC accounts.

Setup

Permission
Obtain administrative permission for social media account(s) from department supervisor/chair or dean and the Office of Marketing and Communications.

Profile Naming
All profile names should be approved by the Digital Marketing Specialist prior to the creation of the account. It is important to appropriately name social media profiles, both to encourage search engine optimization and to avoid confusion with other ACC entities.

Examples:
Facebook: *Alvin Community College – Student Activities*
                     Alvin Community College – Running Club

Twitter/Instagram: *@ACCStudentActivites*
                     @ACCRunningClub

Profile Photo
All ACC departmental social media accounts are required to have a profile photo created by the Office of Marketing and Communications. Club pages are exempt from this rule and may choose a different profile photo. *All* profile photos must be approved by the Digital Marketing Specialist prior to publication.

Administrators and Editors
At least two administrators should be appointed to each social media profile or website. One must be an ACC staff member or faculty. In addition, the Digital Marketing Specialist **MUST** be assigned as an Administrator. Students that are added to a Page should be added as *Editors only*.

Departed Admins
It is the staff/faculty administrator's responsibility to remove any former employee's or student's access to pages for security purposes upon departure.

Frequency

Stay Active and Engaging
All pages associated with the College are required to post *at least* **once a week**.

Create a content calendar with pre-planned content for slow periods or schedule posts to be published throughout the week.

Stagnant Accounts
The Office of Marketing and Communications reserved the right to disable or temporarily unpublish ACC social media accounts that are dormant (no posts, no activity) for more than one month, as such stagnancy reflects poorly on the college.

Privacy

Audiences expect and require confidential and private matters to remain that way. On platforms such as Instagram, Snapchat and Twitter, the College requires that *ACC accounts refrain from following or friending students*. This ensures that our student's content remain private.

Be mindful of existing federal laws such as HIPPA and FERPA which prohibit disclosure of certain personal information. In addition, remember to practice good ethical judgment.

Best Practices

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.

Be Responsive
Users engage with business accounts via social media to get a quick response. Responding to inquiries quickly is one of the most important parts of maintaining a page or profile.

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.

Be Engaging
Participation is the key in the development of a community using social media. Ask questions to encourage engagement. Be sure to select topics that will spark some feedback and discussion. Be creative and have fun.

Be Consistent
Avoid using "I" in posts. Instead, use "ACC," "The college" or "we." Remember, you are speaking on behalf of the college.

Crises Management

How do you avoid a crisis?
It is not always possible to avoid a crisis, but here are some helpful hints that can at least enable you to catch it early on.

Monitor
It is important to monitor your social media pages on a <u>daily basis</u>. This will insure that you are alerted of any issues.

Deleting Comments
Don't delete a comment just because you disagree with the commenter's point of view. Comments are an important part of the conversation and a foundational aspect of social media. You may delete any comments that are abusive, obscene, obviously spam or have links to irrelevant or inappropriate blogs or websites.

Banning Users
In the situation that a user is commenting on multiple posts within a short amount of time, admins may consider banning a user. For instance, if they're commenting about a topic that does not relate to the post, admins may delete that comment immediately. After three or more comments not related to a post, admins may ban users from the page. By doing so, that user will no longer be able to comment or like posts. In addition, their comments will be hidden from other users.

Steps to consider before removing a post:
- Determine that a violation of Facebook privacy has occurred
- Take a screenshot of the post

- Print the post and physically mark up the actions taken
- Delete the post
- Send any history of actions taken to socialmedia@alvincollege.edu

Final Thoughts

If you have any questions or need assistance with your social media account, please consult Sammi Sanders, Digital Marketing Specialist. Due to the evolving nature of social media, these guidelines are subject to revision by the Office of Marketing and Communications.

I have read the Social Media Standards and Guidelines and understand what is expected as an administrator or editor.

_____
Printed Name

_____   _____

Signature   Date