CCAC Social Media Guide

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Revised October 14, 2013

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The Social Media Guide is produced by the Social Media Advisory Task Force. For more information related to topics in the guide, contact the web team. Revised August 2013

Introduction

This document was developed in response to the growing CCAC presence in social media and to provide a consistent framework for interested faculty and staff to participate in social media on behalf of the college to further CCAC's educational and communication goals.

Acting as a set of guidelines this document will serve to encourage participation in social media, to reinforce the college's messaging across channels and foster new forms of student engagement and to increase meaningful communication between the college and target audiences.

Note: All rules governing student and employee behavior as set forth in the CCAC Student Handbook, the CCAC Faculty Handbook and the CCAC Administrative Policies as well as CCAC's Technology Policies are applicable to the online environment. This CCAC Social Media Guide is not intended to supersede any college rules or policies that are already in place. This document is meant to provide additional information, guidance and best practices for participation in social media as a CCAC employee.

If you are new to social media and/or are exploring creating a social media presence for a department, class, or other representation of the College, please review these guidelines and consult with the webteam for guidance.

CCAC Social Media Objectives

How does the College define "Social Media?"
CCAC defines social media as a set of online tools or platforms which allow the college to communicate and interact with target audiences on the internet. CCAC has chosen to participate on a number of these platforms. Some examples are listed below.

Facebook: Users can create profiles with photos, lists of personal interests, contact information, and other personal information. Users can communicate with friends and other users through private or public messages and a chat feature.
Twitter: an online social networking service and micro blogging service that enables its users to send and read text-based messages of up to 140 characters, known as "tweets".
YouTube: a video-sharing website on which users can upload, view and share videos.
Google+: a social networking and identity service similar to Facebook owned and operated by Google.
Pinterest: a pinboard-style photo-sharing website that allows users to create and manage theme-based image collections such as events, interests, and hobbies.
Flickr: an image hosting and video hosting website, and web services suite.
Instagram: an online photo-sharing, video-sharing and social networking service that enables its users to take pictures and videos, apply digital filters to them, and share them on a variety of social networking services.

Objectives
- Increase online engagement with current and prospective students
- Build awareness of the various activities and offerings at CCAC
- Initiate involvement with target audiences

Measuring Success
Most social media platforms provide data analytics which can measure effectiveness.
- Participation – the extent to which users engage with CCAC's content
- Influence – the size of the user base subscribed to a page or account
- Web traffic – the amount of unique visitors, page views referred to CCAC's web site

CCAC Social Media Standards

CCAC has established social media standards as all department and program communications are extensions of the overall college communication efforts. When browsing the web or participating in social media, CCAC visitors experience the college as a whole and so our messaging and representation should be consistent and appropriate.

Because of this inclusive organizational view, it is important to coordinate among our communication efforts and to develop strategies that maximize a visitor's experience with any CCAC representative both on and offline. These online communication standards supplement the overall college marketing plan and seek to coordinate communications and increase their effectiveness.

The overall goal of communication on the web and on social media is to develop a community and foster relationships within and without the CCAC community. To encourage an overall CCAC experience, common branding, communication elements, and structure should be followed. This will help ensure a familiar experience by visitors who are seeking information or are interested in communicating with CCAC.

Disconnected, irrelevant, unplanned, and contradictory messages are frustrating and encourage abandonment from college engagement and communication. These standards seek to ensure that only relevant, connected, and valuable information to CCAC's audiences.

Page structure

All websites and social profiles must adhere to the sponsor's terms of service (e.g. Facebook pages must adhere to Facebook's terms of service). Specific infrastructure considerations:

> **Facebook**: All departmental social profiles must be **fan pages** with **two** CCAC employee administrators**.** Individual, personal profiles for organizational use are against Facebook's terms of service. Pages also provide a comprehensive analytics package on viewers and fan involvement that can be used to improve the page.
> **YouTube**: Departments and programs are encouraged to create YouTube channels only if they are able to regularly update the channel with new content (recommended: 1 video every 6-8 weeks). If you would like to contribute to the CCACMarketing YouTube channel, contact the Web Content Manager.
> **Twitter**: Departments and programs are encouraged to create Twitter profiles and tweet on content valuable to their target community. Department and program Twitter feeds should follow other CCAC departments to encourage increased audience participation.

Open information. All official college profiles are intended to be non-exclusive and open for viewing. Avoid making information private or having a membership required to view information.

Linking and connecting. For social media to be most effective among the CCAC network of pages, it is imperative for departments and programs to link between all of their profiles, the CCAC website and the main CCAC Facebook page. Many social networks have spaces for more information, websites, favorite pages, and other ways to promote other links. Many users who find social profiles are interested in both the department's page and other information. Making CCAC information easy to find and share encourages engagement and leaves visitors more informed and satisfied.

Unique URLs. Many social profiles allow for the creation of a unique link or URL to the page. If given the opportunity, departments and programs should create a unique URL for their profiles. When choosing a URL, make sure to include both the word "CCAC" and some identifying keywords of the department or program. Ex: CCAC South Student Life, CCAC Student Success

Maintaining Your Presence

Administration: At least two administrators should be appointed to each social media presence. Both must be a CCAC staff member or faculty. Students who serve as administrators should understand these standards and proper action on the web. Upon departing CCAC, it is the responsibility of a profile or site administrator to find an appropriate replacement.

Moderation: Departments may develop their own creative way of using their pages using common sense. Refer to this guide or contact an appropriate staff member if you have any questions. Departments and programs are responsible for content posted on social profiles and websites.

Planning: Departments should develop a general plan for communication on social pages, including answering the following questions:
- Who is our primary audience?
- What content would this audience prefer?
- Who is/will be responsible for posting?
- To what should we reply and how often should we reply?
- How often should we post content?
- Who will the administrators be?
- How will we promote our page?
- How will we know our profile is successful?

Logos and Titles

Logos and profile images: Use of the CCAC logo is reserved for the official college social media pages and profiles and their respective profile images. Departments and programs are encouraged to use the CCAC logo as a profile image to increase brand awareness. To encourage brand awareness, pictures of a single individual or groups as a departmental profile image are not appropriate. Any misuse of the CCAC logo is inappropriate. Proper logo use can be found in the CCAC Graphics Standards & Style Guide.

CCAC Name and Logo: To strengthen CCAC's brand and identity in social media, use CCAC's logo on accounts or pages that represent an official college program or entity. For example, say "CCAC Student Life" instead of simply "Student Life."

If your page title or account name includes "CCAC," use the CCAC logo as the profile picture. Contact the Webteam for a logo that has been optimized to display correctly on the page and in the feed for that social media channel.

Official student organizations, club sports and other recognized groups may use the name "CCAC" in the name of their account or page, but may not use CCAC's logo. Groups of students who are not recognized as official organizations by Student Life may not use CCAC's name, logo or any other college marks.

It is important to appropriately name social media profiles, both to encourage search engine optimization and to avoid confusion with other CCAC departments. Do not use the same or closely similar titles to other CCAC departments and programs. Because profile names cannot be changed in some instances, it is recommended that page administrators request the approval from the Web Content Manager.

Posting and Content

Types of Content
Departments and programs are encouraged to create content of all types on social media profiles. Multiple forms and styles of content engage audiences. The primary forms of content delivered via social media are as follows:

> **Text** – Copy is generally informative in nature. Notes and longer documents can spark conversation and ideas. Comments, posts, and status updates are meant to be quick and easily read. Many resources exist on posting successful, appropriate, and valuable text content.
> **Images** – Photos are the most engaging type of content across social media. Photos, graphics, and other imagery are great ways to visually communicate and show what your department and program is all about. Photos of events, classes, programs, facilities, and other fun items can provide value to fans. DO NOT TAG students in photos or posts. Allow them to tag themselves if they choose to. You should only post photos you have taken yourself or have permission from the photographer to use. You must have students sign a photo release form in certain circumstances. Refer to the CCAC Graphics Standards and Style Guide.
> **Audio** – Podcasts, interviews, music, and other audio is considered good content for audiences.
> **Video** – Multimedia is highly popular content on the web. Please ensure that the video is of high enough professional quality as to appropriately represent the college. Videos that highlight events, programs, people, ideas, or courses are great ways to reach out to audiences and provide value.

Comments and Conversation: All administrators of social media pages speak on behalf of CCAC. It is important to avoid posting personal claims, observations, or opinions under the name of the college, a department, or program.

The best way to think about interacting online is to be a person and be social. The same rules of human interaction and conversation exist on social media. Be respectful, be fun, be conversational.
It is important to engage in conversation with fans and audiences when interacting with social media profiles; they expect the "social" in social media. Frequently, fans and visitors may leave comments, questions, replies, or other messages. Promptly reply and communicate with these individuals – by doing so, departments and programs can develop important relationships and valuable trust with their fans and audiences. If an answer to a question is not known, it is best to research the answer or direct the commenter in the right direction.

Developing processes and strategies to regularly monitor and reply to comments will establish departments and programs as highly interactive, encouraging audiences to develop relationships with the department or program.

Ownership rights and copyright: By posting content on social media profiles, departments and programs affirm that they own or have the right to post and display that content. It is essential to attribute all images, multimedia, and textual content to the original author or owner, providing a web link whenever possible. Departments and programs must comply with all copyright and intellectual property law.

Privacy

Never reveal personal information about people such as current locations, names, home addresses, phone numbers or other information about a student, faculty member, employee, or other community member in any fashion.

Never reveal confidential, proprietary, or otherwise private information about any person, organization, or CCAC and its students, employees, or alumni. Be mindful of existing federal laws such as HIPAA and FERPA which prohibit disclosure of certain personal information. In addition, remember to practice good ethical judgment.

Conclusion
Our goal in developing standards is to provide every program and CCAC representative with the necessary tools to maximize the opportunities available via social media. These standards reflect the big picture view of how to approach social media. Of course, implementation will require administrators to develop additional tactics to guide the day-to-day activities to accomplish their goals.

We're here to help. For further questions about social media CCAC, please contact the Web Content Manager in at 412-237-3182 or webteam@ccac.edu.

CCAC's Social Media Presence

Facebook
CCAC uses Facebook to engage students in dialogue and communications around education, activities, announcements and events at the college. There is one primary CCAC page in addition to several pages for various departments both system-wide and campus specific, such as Alumni and Student Life.

CCAC's Main Facebook Page - www.facebook.com/ccac.edu
This page is the all-college representation of CCAC on Facebook. The content on this page is updated daily to promote events, important information and stories of interest to the community of fans. This page is used in conjunction with the www.ccac.edu homepage announcements to help engage students, alumni and community members via posts about the importance of education and more specifically, the value of education at CCAC.

Twitter
CCAC operates two Twitter accounts: **twitter.com\CCACAlerts** and **twitter.com/_CCAC_.** CCACALerts is used solely for important announcements, emergencies and weather related communications. _CCAC_ is the promotional Twitter account for the College. Several departments and offices operate their own specific Twitter accounts.

YouTube
http://www.youtube.com/user/CCACMarketing
CCAC's official YouTube page is the CCACMarketing channel. Housed on this channel are a range of promotional and informational videos related to life at CCAC.

Best Practices and Shared Experience

Remember, anytime you post to social media on behalf of the college, all employee communications policies, rules and regulations apply. You are representing CCAC in an official capacity and as such, professional, responsible behavior is expected.

Make sure you understand the policies of the social media outlet you are using. Read the terms of services before beginning so you know the rules. All CCAC policies apply to social media outlets. Follow copyright laws as well as college policies outlined in the employee handbooks. Be aware of FERPA laws and other laws regarding confidential information about students, alumni or employees.

Social Media Tips and Best Practices
When approaching social media there are a number of questions and best practices that can guide the process of community building with social media.
- **Be relevant and interesting** – Publish valuable and relevant content that is useful to your audience.
- **Have a policy in place** – Clearly state the CCAC Online Interaction Protocol somewhere on the page or via a link from the page. It is very important to respect freedom of expression. Deleting comments that may be critical of CCAC is not always advisable. Refer to the CCAC Social Media Response Flowchart for guidance.
- **Do not make endorsements.** Do not use CCAC's name to promote or endorse any product, cause or political party or candidate.
- **Be safe** – Never disclose any personal information in any social media communication. Never ask students or anyone else to provide personal information such as social security numbers, student IDs, phone numbers, addresses, passwords, etc. Some of our students who are unfamiliar with social media may inadvertently try to provide you this information via social media. Direct them to the proper channel and delete any private information in such a case.
- **Be real** – Social media provides a less formal venue for interacting with our audiences. It is important to be honest and upfront. Sometimes it is the first contact a person has with CCAC.

- **Encourage interaction** – Participation is vital for developing an online community. Ask questions, encourage interaction and allow fans to contribute to your page. Select topics that will spark some feedback and discussion. Doing so provides CCAC the opportunity to learn what matters to our fans. It is important that our fans are comfortable and feel at home in our online communities.
- **Respond quickly** – Social media is a real time communications channel. The best time to respond to a comment, post or question is immediately. Monitor conversations (listen) and respond in a timely manner by checking your page/feed at least 3 times per day.
- **Post often** – Update frequently but do not "spam." "Spamming" is posting many times in a row in a short period of time and tends to annoy people. Find a happy medium where fans are engaged but not overwhelmed.
- **Share** – The easiest way to engage students is to share relevant information. Subscribe to pertinent pages, blogs and other resources. Share content from other sources.

Maintaining a Social Media Presence

What should you do if you want to create and maintain a social presence?
If you are a representative of a CCAC department, program or organization, we encourage you to get involved in social media and want to support your efforts. Ideally, all social media administrators can work together to further the college's mission via online channels.

In order for a program to have a social media presence that is officially recognized and promoted by the college, the program must agree to follow the guidelines outlined in this document. When your social media presence is approved by the college, it will also be posted on the college's website under official media profiles.

Steps to setting up specific types of accounts can be found at the end of this document.

Inactive Accounts - Inactive social media accounts reflect negatively on the college. Webteam may request inactive accounts be taken down. If you are finding it difficult to create content for your social media account, please consult with the webteam to discuss ideas and other options.

CCAC Online Interaction Protocol
CCAC provides an inclusive and vibrant online community. We encourage all to participate, share and make themselves at home – welcome!

By participating on social media and websites officially administered by CCAC, it is understood that user-generated content on college social media profiles or websites does not reflect the opinion or interests of CCAC nor its officers and must not be inappropriate in nature (see below). All participation and user-generated content appearing on CCAC social media profiles is subject to this agreement.

We ask all participants on CCAC social media and websites to act appropriately in our online community as well as refrain from derogatory content, which includes, but is not limited to, content which is illegal, blatantly profane, violent, sexual, pornographic, discriminatory, bullying or otherwise defamatory.

External content that is considered spam, commercial, or intended to sell, advertise, or promote goods, services, organizations or individuals may also be deemed inappropriate.

Content deemed inappropriate will be removed at the discretion of CCAC administrators.

All content posted on pages and websites administered by CCAC is subject to applicable copyright laws. Users may only post content of which they are the owner(s) or have written or licensed permission from the copyright owner to share the content (i.e. under an attribution Creative Commons license).

CCAC accepts no responsibility or liability for any data, text, software, images, videos, messages, audio, or other content, which is generated by and posted publicly by users other than CCAC in its official capacity.

CCAC accepts no liability or responsibility whatsoever for the content of any target third-party site linked from this page. It should not be considered endorsement when CCAC accounts link to or follow third party companies, organizations, or other non-CCAC sites. CCAC reserves the right to amend or modify this agreement at any time. All modifications are effective on the revision date. CCAC is not required to notify individuals who follow or "like" pages, profiles, or websites for changes to become effective.

CCAC thanks you for your participation in creating a safe, respectful, and vibrant community. We look forward to sharing with you.

Addressing Inappropriate Behavior or Content

In the event a post of a comment, video, picture or tweet that contains derogatory content on a social media page that represents CCAC, we have developed the following guidelines for approaching the situation. If you are unclear as to what kind of action to take, please contact the webteam or consult with your supervisor. **See Appendix B – Social Media Response Flowchart.**

Removing a Facebook post
It is usually best to respond in the thread of discussion rather than create a new post. Posters may accuse the college of censorship. In the event that this occurs, a response can be provided that states the following: "CCAC adheres to the Statement of Rights and Responsibilities provided by Facebook. We only remove posts that are in violation and threaten the safety of discussion in this forum." Provide the link: http://www.facebook.com/terms.php
Steps to consider before removing a post:
1. Determine that a violation of CCAC and/or Facebook policies has occurred.
2. Take a screen clipping of the post or just print the page for reference.
3. Delete the post.

Transparency
In the world of social media everything happens in real-time. Even if a post is removed or changed, chances are that many people have already seen the post. It is important that there is a sense of transparency on all CCAC Social Media pages and accounts. Be honest if you remove a post.
Tips on Transparency:
- If asked, be sure to identify yourself as a CCAC representative. This will insure that the perception of something being hidden does not occur.
- Let the social community discredit individuals who post questionable opinions. You do not always have to respond to negativity.
- Do not delete a post unless it contains derogatory language or content

How to avoid negativity
It is not always possible to avoid a negative situation, 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 daily basis. This will ensure that you are alerted of any issues.
> **Develop** – Create a list of your contributors and communicate with them regularly. Have at least 2/two page administrators at any time.
> **Plan** – In the event of a crisis be sure to have a plan in place, know where the appropriate CCAC policies can be found so that you do not have to search for it.

Most importantly, in the event of a very serious social media crisis, remember to stay calm, think through your strategy before responding. Contact appropriate CCAC offices depending on the nature of the crisis.

Appendix A - Setting up a Social Media Page

Starting Facebook
Step 1
Email the Web Content Manager to discuss your needs and determine if it would be best to incorporate your department or event into the main page or if it will be best to create a new fan page to achieve your goals. It's important to consider your overarching goals, have at least 2/two representative administrators and a strategy in place before creating a page.

Step 2
Fan Pages
Designed to be brand profiles and typically created by the official representative organization. They are dynamic and media-rich, and allow HTML, Flash, and embedded applications. Content posted to fan pages appears in fans' news feeds of and can be a powerful way to provide updates and share relevant information with friends.

Setting up a Fan Page
- Go to http://www.facebook.com/pages/create.php to start your Facebook page.
- Select the category for your page (Education) and type the name that you wish Facebook visitors to see when they visit your page. Remember, you cannot change the name after you set up a fan page so make sure you select the name you want.
- After signing an electronic signature, your page is all set up and the next step is to upload content and photos.

"Favoriting"
In addition to posting, it's important to build your "favorite pages" and begin to proactively generate "likes" for the page.

Pages to "Favorite":
- Facebook pages from CCAC entities whose members may share interests with yours
- Pages with similar interests at other colleges/universities
- Local (and non-local) experts, companies or organizations related to your page
- Local interest groups

Starting Twitter
Identifying and following Twitter accounts is as important as tweeting. In tandem with proactive engagement, following is done both proactively and reactively. The criteria below will help you identify who to follow.

Proactive Following:
The following is a list of account categories to consider proactively following:
- Other Twitter accounts from CCAC entities whose members may share interests with yours
- Twitter accounts with similar interests at other colleges/universities
- Local (and non-local) experts, companies or organizations related to your page
- Local interest groups

Reactive Following:
The more people that you can comfortably follow; the more likely you are to become a trusted source. Use this "follow-back" checklist when determining which accounts to follow back:
- Click on the name to view the account.
- View the "about section" at the top – is it populated? (bio, website, location)
- View the avatar – if it is inappropriate, do not follow back. If it is just the generic Twitter image, the person may be new to Twitter and still setting up his or her account. (See number 5.)

- View the tweet stream frequency— when is the last time the person tweeted? Does he or she tweet too often or not often enough?
- View follower/following ratio. If someone has 400 followers but is following 3,000, he or she may just be after follower numbers and not real conversation.
- View the content of the tweets—is there a lot of profanity? Are the tweets something CCAC should be associated with?
- Does the person have any relationship with your area of interest? For example, some direct marketers and real estate agents follow every Twitter account they find in hopes of making a sale. Don't follow them back.

Use your best judgment when reactively following accounts. If they seem to have a fairly updated Twitter stream with some "about" information and are tweeting appropriately, then it's best to follow back. Also, keep a balanced ratio: A good rule of thumb is to follow fewer accounts than you have followers to ensure credibility.

Appendix B - CCAC Post Response Flowchart

Discover	Evaluate	Who wrote it?	Respond	Refer	Always

A post or comment

Is it positive? → **Any type of person** → THANK the person. option to add more information or reply privately.

Is it negative?
- **UNHAPPY STAKEHOLDER** Genuine complaint → **Can you help?**
  - Y → Provide assistance in reply or privately.
  - N → Connect privately. Listen.
- **MISGUIDED STAKEHOLDER** Has the wrong facts → Correct information in a follow-up post. provide links if possible.
- **RAGER/TROLL** Intentionally negative or inflammatory comment. → **MONITOR** Avoid deleting posts unless it violates guidelines or terms of service.

Notify appropriate department. Refer for follow-up as needed.

Notify PR and/or appropriate department. Ask for guidance before responding.

Is it a question or issue?? → **Any type of person** → **Is the post related to CCAC?**
- Y → **Is the post of a SENSITIVE nature?**
  - Y → Notify PR and/or appropriate department. Ask for guidance before responding.
  - N → **Is the post LEGITIMATE?**
    - Y → **Is the post POSITIVE?**
    - N → Ignore
- N → **Spam or solicitation?**
  - N → (to SENSITIVE nature)
  - Y → Delete

Always:

Disclose your CCAC connection.

Consult appropriate departments if you are unsure of how to respond.

Cite your sources using links, images or videos.

Think first and take time to create a good response.

Respond in a tone that reflects CCAC's values.

Direct people to the most relevant portions of CCAC.edu