Social Media Guidelines

Prepared by College Relations and Marketing

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Social Media serves as an informal method of communicating with the student body, staff and faculty. It is conversational, personable and familiar to nearly everyone. To establish an online community between Palm Beach State and its students, faculty and staff, alumni and prospective students, College Relations & Marketing has created social networks through many of today's popular social media sites.

Social media delivers instant, up-to-date information via posts, tweets, statuses, blogs, etc. This provides a great networking tool for students, faculty, staff and the community. Benefits to students include the ability to make connections with others and to interact with the College in an instant and informal manner to gain academic and social information. The users gain added value by seeing other people's questions answered on the pages and feeds, as well as follow-ups on reviews, whether good or bad. Thereby, they gain a sense of trust that Palm Beach State is paying attention to their questions and concerns.

CRM currently maintains an active College presence on the following social media sites:

Facebook: This platform provides a way to connect with students, deliver information and start conversations by sharing content related to the College, as well as supportive and conversational messages to make them feel personally connected to their school. Our timeline is a place where students can communicate directly with us and with each other. It is also an excellent place to interact with students by monitoring "check ins," to address issues, or simply to tell them to have a great day. Our faculty, staff and alumni can follow coming events and newsworthy announcements through the page as well. It is also a platform where we can create photo albums, allowing those who attended an event to interact with the photos by tagging themselves and mentioning friends.

Twitter: This site delivers short messages (140 characters or less) to our followers. These messages can include text, photos and links. Twitter's reputation has evolved to being known as the place to go when you are looking for instant information. Because of this, many students use it as a place to ask a question, expecting a fast answer. Through the use of monitoring software, we are able to maintain our audience and answer these questions.
We also follow local and national news organizations so that we can receive important information. This is a great PR tool since it is easy to post links to press releases, news stories, grant information, etc. Since the media follows us, it's also a fast, easy way for them to get news from Palm Beach State. Twitter also allows you to utilize hashtags to reach a broader audience.

YouTube: Our channel houses videos created by college employees and students that provide information for students or document an event. We often designate "favorite" appropriate videos made by other students or organizations which feature the College or our students on the top of our channel's homepage.

Flickr: This site allows us to share high-resolution photos with the public. It's a great way to visually share an event with those who missed it, with downloadable images that include the

College's brand through watermark. It is also excellent for Search Engine optimization, as you can add keywords that allow users to search for the event on Google and find the pictures in the image results.

Instagram: Instagram is a visual platform that allows us to connect with our followers via images. We use Instagram as a marketing tool to promote events, offer congratulations, share student's stories and share trend-related material. Through the use of hashtags, our images are searchable and we are able to create a library of related images through hashtags such as #PalmBeachStateCollege.

PALM BEACH STATE COLLEGE OFFICIAL SOCIAL MEDIA CHANNELS:
(www.PalmBeachState.edu/SocialMedia)

FACEBOOK
facebook.com/PalmBeachStateCollege
TWITTER
twitter.com/PBStateCollege
YOUTUBE
youtube.com/PBStateCollege
FLICKR
flickr.com/photos/PalmBeachStateCollege
INSTAGRAM
instagram.com/pbstatecollege

CONTENT CONTROL
All social media sites established by Palm Beach State College are monitored by CRM staff to ensure that they are used appropriately. The College Digital Media Coordinator is the primary manager. Please e-mail McGlynnL@PalmBeachState.edu with any questions or concerns.

We encourage engagement in these sites; however, the College social media pages will not provide a forum for unacceptable communication, including but not limited to spam, commercial sales, obscene language, threats, harassment, discrimination, hate messages, illegal activity, and copyright or trademark infringement.

Any inappropriate posting will be removed. If it occurs a second time, the person will be blocked from posting comments on our pages.

SOCIAL MEDIA IN THE WORKPLACE

With the popularity of social media, it is expected that **employees** will participate in the College pages. In addition, many employees also have their own personal social media pages. The College does not control comments that persons make on their personal pages; however, statements posted on social media pages are considered public statements. Employees are expected to use good judgment in any public statement and to serve as ambassadors for the College in any public forum.

All College departments and organizations are encouraged to provide information to the Digital Media Coordinator for posting on the College's official social media channels. We strive to represent all campuses and departments, so any information pertaining to aspects of the College is a welcome communication. Note: Before events can be posted on our social channels, you must first submit them to be added to the official College's Events Calendar www.palmbeachstate.edu/Events .

Many departments at Palm Beach State also have created their own social media sites. It is the responsibility of these departments and organizations to maintain any sites that they opt to create.

Any questions or inquiries can be sent to McGlynnL@PalmBeachState.edu or call 561-868-3950.

GUIDE TO CREATING A DEPARTMENTAL SOCIAL MEDIA ACCOUNT

For profile pictures, banners and header photos on ALL platforms:

Please use an image that best represents the College department for which you've created the page. Do not use any form of the College logo, or any copyrighted image. Please remember that images found on Google, Bing or any other search engine may be subject to copyright and shouldn't be used.

FACEBOOK

To create a departmental Facebook page, you must have at least two responsible persons who can generate content at least once on a daily basis.

Recommended image sizes (Width x Height):

Profile picture: 180 x 180 pixels
Cover Photo: 851 x 315 pixels
Image posts: 1200 x 630 pixels

Useful image creation tool:

Canva.com
Canva.com is an online image creation tool. After creating an account, there are a variety of options that you may select to create images for Facebook, Twitter, Instagram, YouTube and more. It is a simple, easy to use drag and drop format that creates great results.

Remember to post at least once a day.

There are many ways to come up with content every day. Your posts do not have to deliver information about your department 100% of the time. A good rule to divide things up is to make your posts 80% conversational and engaging, and 20% purely informational. Stumped on how to create conversational posts? Here are some ideas!

Examples of post formats:

Fill in the blank:

#Saturdays are for _____!!!

Multiple choice:

My favorite place to study on the weekend is:
A.) The Beach
B.) A Coffee Shop
C.) The Library
D.) Other- Let us know!

Offer Helpful Information/ Resources:

Have trouble sleeping? Try these tips and catch some Z's tonight! Your memory will thank you!
http://bit.ly/1iVOymX

Ask a question:

Happy Saturday! What will YOU do with your long weekend?!

Don't forget about the weekend!!!!

Engagement is high on the weekend and it can be a great time to reach your audience. It's also a great time to create posts to simply wish your audience well, and let them know you care.

Example:

You are unique, and we admire that about you. Have a great weekend! #MyPBSC

Wondering how you are supposed to stay on top of all this? **"Post on the weekend?! What?!"**

Facebook's scheduling feature has you covered. You can schedule posts months in advance or simply for the days when you know you're unavailable to create content. It just takes a little planning. Keeping a calendar will help you stay on track.

<u>Useful online calendar tool:</u>

Trello
www.trello.com

You can share your calendar with whomever is creating content on your page so you can communicate, collaborate and keep thing running smoothly.

<u>Scheduling:</u>

When creating a post on Facebook, rather than clicking "Send" on the blue button in the bottom right corner when you're finished, click the arrow on the right side of the "Send" button which will reveal a dropdown menu, and choose "Schedule." You can then pick the time and date you'd like your post to be published. Then just sit back, relax, and let it do its thing.

A note:

You must still check on your page to make sure that any important questions are being answered, and inappropriate content is not being posted on your page.

TIP

Take advantage of trends such as Throwback Thursday to drive user engagement.

<u>TWITTER</u>

To create a departmental Twitter handle, you must have at least two responsible persons who can generate content at least three times on a daily basis. This can include retweets and conversations.

Recommended image sizes (Width x Height):

Profile photo: 400 x 400 pixels
Cover Photo: 1500 x 500 pixels
In stream photo: 1024 x 512 pixels

<u>**Useful image creation tool:**</u>

Canva.com
Canva.com is an online image creation tool. After creating an account, there are a variety of options that you may select to create images for Facebook, Twitter, Instagram, YouTube and more. It is a simple, easy to use drag and drop format that creates great results.

Remember to post at least three times a day.

There are many ways to come up with content every day. Your posts do not have to deliver information about your department 100% of the time. A good rule to divide things up is to make your posts 80% conversational and engaging, and 20% purely informational. This is made easy by the use of retweets and conversations. You can create one post per day (or more) to share your message, and then retweet <u>appropriate</u> information that may be useful, informative or entertaining to your audience.

Don't forget about the weekend!!!!

Engagement is high on the weekend and it can be a great time to reach your audience. It's also a great time to create posts to simply wish your audience well, and let them know you care. You can schedule your tweets using this website: www.hootsuite.com. You also have the option to schedule Facebook posts on this website so if you find that you like it, you'll be able to do both things in one place. For help getting started visit: www.hootsuite.com/get-started/free

<u>**TIPS:**</u>

Utilize hashtags. Ex: #PalmBeachStateCollege, #ThrowbackThursday, #College, #Library, etc. *This will help spread your message to a broader audience.*

Utilize @mentions. If you are addressing a person or organization on Twitter, take the time to find out what their twitter handle is (Ex: PBSC's is @PBStateCollege) and @mention them to alert them. This often results in likes and retweets.

Like tweets: If you see content that is relevant to your cause but isn't worthy of a retweet, "like" it. This can help to grow your followers by getting their attention.

INSTAGRAM

To create a departmental Instagram account, you must have at least two responsible persons who can generate content at least once on a daily basis.

Instagram is a place to tell a visual story and show a more personal side of your department. For example, behind the scenes photos, sending congratulations out for accomplishments, showcasing new developments. The possibilities are endless!

Useful image creation tool:

Canva.com
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Don't forget about the weekend!!!!

Engagement is high on the weekend and it can be a great time to reach your audience. It's also a great time to create posts to simply wish your audience well, and let them know you care. Instagram does not allow scheduling, but there is a workaround. You can't "set it and forget it," but you CAN schedule your posts and have your phone alert you when they are ready through a website called Latergram.

www.latergram.me

Latergram come in two parts.

1. The website you access from your computer.
2. The app you download on your phone.

Using Latergram, you can upload photos from your desktop and lay them out on a calendar according to the date and time you want your images to post. When it is time to post, your phone will send you a push notification alerting you that your post is ready. You then open the app, tap share to Instagram, and your caption is copied to your clipboard for you to paste into Instagram. 3 taps is all it takes!

Note: You can also schedule posts with Latergram directly on your phone. If you take a photo on your phone and would like to schedule it for a later date, the app makes it very simple to do so.

For additional help please contact Lindsay McGlynn, Digital Media Coordinator at mcglynnl@palmbeachstate.edu or call 561-868-3950.