Skyline College

SOCIAL MEDIA GUIDELINES
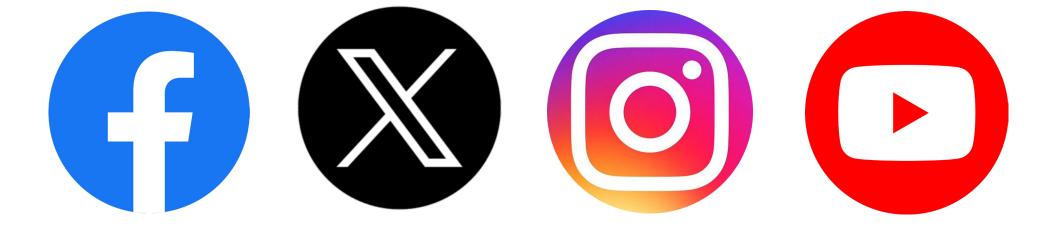
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Skyline College Social Media Guidelines

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1.1 OVERVIEW

Social media sites like Facebook, Instagram, and YouTube are valuable tools for communicating with Skyline College's many constituencies. The College supports the use of these tools to connect with students, staff and the surrounding community and recognizes the impact they can have perception of the College. This document sets forth suggested guidelines for "Official" and "Officially Recognized" Skyline College social media properties and their administrators.

Account Responsibilities for Skyline College Social Media Accounts

2.1 OFFICIAL SKYLINE COLLEGE SOCIAL MEDIA:

Facebook: **@skylinecollege**

Threads: **skyline_college**

Instagram: **@skyline_college**

TikTok: **skyline_college**

LinkedIn: **Skyline College**

YouTube: **SkylineCollege1**

2.2 ADMINISTRATION RESPONSIBILITIES

- All Skyline College Social Media Accounts are to be administered by internal members of the Skyline College community.

- Administrators of any department/program Skyline College Social Media Accounts are held responsible for managing and monitoring content of those accounts in compliance with the General Content Guidelines and Regulations.

- Administrators are responsible for addressing, editing, and/or removing content that is not in compliance with the General Content Guidelines and Regulations.

General Content Guidelines and Regulations

3.1 SAFETY AND PRIVACY

- Please use good judgment about content: respect privacy laws. Do not include confidential information about the College, its staff, or its students. Try to post content that accurately and positively represents the diversity of the student body and the classes, programs and services offered by, or associated with, Skyline College.

- Administrators should not post any content that is threatening, obscene, a violation of intellectual property rights or privacy laws, or otherwise injurious or illegal.

- Refrain from using information and conducting activities that may violate local, state, or federal laws, and regulations.

3.2 BRANDING

- Always use "College" after "Skyline" in your posts for brand consistency.

- The Skyline College name should not be used to promote any opinion, product, cause, or political candidate that is unrelated to a college event or organization.

- If your post is actually a personal opinion, please use your personal social media account. Please avoid stating, suggesting, or implying that individual personal opinions are endorsed by the College or any of its organizations. As a representative of the College, please also use your best judgment when posting about the College on personal accounts.

- The Skyline College Marketing, Communications and Public Relations (MCPR) Office reserves the right to remove any content for any reason from the Official Skyline College Social Media Properties, including but not limited to: use of curse words, content that it deems threatening, obscene, a violation of intellectual property rights or privacy laws, or otherwise injurious or illegal. (These same standards should be applied to department/program social media accounts.)

3.3 COPYRIGHT

- When using or posting online material that includes direct or paraphrased quotes, thoughts, ideas, photos, or videos, always include citations and/or provide a link to the original material, if applicable.

- Please note that photo and video rights must be secured for any photos and/or videos posted to social media. The **photo release form** is available online, and a signed photo release must be secured and kept on file from any person prominently featured in a photo in a social media post.

- Please note that rights to all audio clips used in videos or posts on social media, regardless of length, must be purchased or used with permission in order to avoid copyright infringement.

Becoming an "Officially Recognized" Skyline College Social Media Account

4.1 OVERVIEW

- Skyline College recognizes that social media accounts exist for a wide variety of departments and programs on campus and we encourage using these accounts as tools for disseminating information and communicating with the student body and the public.

- Skyline College offers an Officially Recognized label for any of the College's Social Media channels.

4.2 BENEFITS

- "Officially Recognized" accounts receive a few "Member Benefits", including being listed on the Skyline College **Social Media Page** on the College website. This page will feature other program social media accounts that post robust and timely content. It will also act as a social media directory for students searching for a various program social media accounts.

- The "Officially Recognized" accounts will be monitored by departments/divisions to ensure that they are in compliance with Skyline College's Social Media Guidelines.

- The "Officially Recognized" accounts will continue to be maintained, and their content supplied, by their own creators/administrators. No approval will be needed from the Skyline College MCPR office and the Skyline College MCPR office will not have access to these accounts unless explicitly granted access by individual administrators.

4.3 NOTE ON ACCOUNT ADMINISTRATION

- All program Facebook pages need to have more than one administrator so that access rights can be maintained, and the account updated, should any individual depart their position at Skyline College.

- Any login information for Instagram accounts must be centrally maintained so that access rights can be maintained and updated, should any individual depart their position at Skyline College.

- The Skyline College Marketing Department can provide an additional administrator to any Facebook page, and store login information for any twitter or Instagram account.

Checklist for Creating an Account

5.1 CHECKLIST

☐ Commit to post content at least weekly

☐ Create username and login

☐ Share username and login with MCPR in order to prevent becoming locked out of your account. (Please also ensure more than one person always has access to your organizational accounts)

☐ Generate content that is relevant, useful, and conversational in tone

☐ Engage!

Dos & Don'ts in Social Media

6.1 DO - PLAN STRATEGIES

- Discuss and determine an overall strategy and goals for your social media channels.

- Research other organizations on social media networks for ideas before starting your own.

- Exercise common sense in any online activity realizing that anyone can access and view what you have posted.

- Contact the Marketing, Communications and Public Relations Office if you need guidance on how to approach your social media strategy or deal with any specific issues that may arise. We're here to help!

6.2 DO - ENCOURAGE ENGAGEMENT

- Commit to a regular schedule of postings; be consistent! Posting at least twice a week for any social media platform is a good starting point, but higher frequency will encourage more engagement. If you can't commit to a schedule, it may be better to hold off on creating a social media presence that cannot be properly maintained.

- Encourage engagement with your content by asking questions and encouraging liking and sharing.

- Respond to comments as quickly as possible.

6.3 DO - BE HONEST TO AND RESPECT YOUR AUIDENCE

- Be authentic in your postings. Try to sound human and conversational. Social media posts are not the same as advertising.

- Evaluate the accuracy and truth of your posting before making it public.

- If you find out something you've posted is untrue after you post it, retract and correct it as quickly as possible.

- Respect the opinions and privacy of your students, colleagues, and community members.

- Encourage open conversation – listen to people and respond to as many comments as possible with constructive feedback. Allow negative comments (delete spam only) and respond if necessary rather than censor.

6.4 DON'T - WEAKEN YOUR SOCIAL MEDIA BRAND

- Don't start a social media effort unless you have the dedicated time and resources to maintain new content on a regular basis. New content on at least a weekly basis is highly suggested.

- Don't play into online confrontations and conflicts. Feel free to respectfully disagree with a position but please do not attack the person as it reflects poorly on both the individual and Skyline College.

- We recommend that you avoid creating promotions, like contests and sweepstakes, on your pages due to the complex restrictions and regulations surrounding this kind of content. For more information, please see **Facebook Pages Terms**.

Resources

7.1 LINKS

- **21 Ways Nonprofits Can Use Facebook to Get Their Mission Across**

- **Copyright Information 1**

- **Copyright Information 2**

- **Facebook Privacy Controls**

- **Facebook Terms and Policies**

- **Facebook Reporting**

- **Facebook Statistics**

- **How to be Safe, Secure, and Social**