FPC FRANK PHILLIPS COLLEGE

Social Media Guidelines

& BEST PRACTICES

Contents

Social Media Guidelines & Best Practices

The following guidelines and best practices address the use of social media for official college communications. They are not intended to apply to websites and/or social media sites created and maintained by faculty and staff on their own time and without use of FPC technology or resources. However, these guidelines are good best practices for any social media interaction.

Creation of Social Media Accounts

To make sure your social media efforts adhere to the design and policy standards of Frank Phillips College, and that your efforts are not tied specifically to an individual Frank Phillips College employee's personal account, it is required that all official Frank Phillips College social media accounts be coordinated with the Director of Marketing & Communications.

Administrative access will then be assigned to those accounts. To request an account, contact marketing@fpctx.edu.

Program Accounts

Frank Phillips College academic programs and departments may create social media accounts in order to market to their students.

Accounts MUST:

- Be approved by Marketing and Communications.
- NOT use the FPC Official Seal logo. Approved logos found in the public drive may be used, or you can contact Marketing & Communications to create a specific logo for your program/department.
- Provide admin access to Marketing & Communications. Access will only be used in emergency situations (e.g. account hacking, inappropriate content).
- DISABLE chat or direct/private message (DM) features (if possible).
- DISABLE any review features.
- Include the below statement in the account description:
  - This account is an unofficial Frank Phillips College social media channel managed by [PROGRAM NAME] faculty/staff.
- NOT disclose information that has not yet been approved for release. Press Releases will be done by Marketing & Communications on official FPC social media sites.
- ONLY share FPC's official post in the event of an emergency (e.g. tornado, active shooter, wildfire) or campus closure. DON'T create your own post.
- ONLY publish material related to Frank Phillips College. Unrelated commercial material may be removed by Marketing & Communications.

Considerations Before Engaging in Social Media

Creating a successful social media page requires careful planning and resource allocation. Before you begin to use social media on behalf of FPC, please remember the following:

Keep in Mind Other FPC Policies

This document does not affect other FPC policies that might apply to use of social media, including, but not limited to the harassment policy, computer use policy, and workplace violence policy. If your use of social media would violate any of the institution's policies in another forum, it will also violate them in an online forum.

Prepare for the Necessary Time Commitment

- Assign an administrator who regularly monitors posts and content.
- Create a content calendar with pre-planned content for slow periods. Aim for standard times for posting and updates.
- While the recommended frequency depends on the platform, be sure not to overload your followers with updates.

Departed Admins

When page editors and administrators, especially students, have left the college and no longer require access to social media accounts, you must update your page roles immediately.

Proper Branding

Abide by the Branding Guide available on the public drive. Use official logos and graphics that represent and adhere to the logo guidelines.

Posting on Behalf of FPC

Employees creating or posting on social media sites on behalf of FPC should remember:

Be Accurate

Make sure that you have all the facts before you post. All research, data reporting, and analysis made public on the web should be verified for accuracy. It is 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.

Be Responsible

What you write is ultimately your responsibility. Participation in social media on behalf of Frank Phillips College is not a right but an opportunity, so please treat it seriously and with respect. Keep in mind that if you are posting with a Frank Phillips College

username, other users do not know you personally. They view what you post as coming from Frank Phillips College. What you say directly reflects on the college. Discuss with Marketing & Communications the circumstances in which you are empowered to respond to users and when you may need approval.

Be Thoughtful

Before composing a message that might act as the "voice" or position of Frank Phillips College or a program/department, please discuss the content with the VP/Provost/Dean of the program/department. All posts should promote the institution and give credit to faculty and staff as a team rather than to individuals, as accomplishments of significance are rare without the help and contributions of others. If you ever have any question about whether a message you are crafting is appropriate to post in your role as a Frank Phillips College employee, speak to Marketing & Communications before you post.

Maintain Confidentiality

Do not post confidential or proprietary information about Frank Phillips College, including information about students, alumni, or employees. Use good judgement and follow the college's policies and federal requirements, such as the Family Educational Rights and Privacy Act (FERPA) and the Health Insurance Portability and Accountability Act HIPAA) of 1996. Please review Frank Phillips College Board Policy Manual for more information on your responsibility as a Frank Phillips College employee.

Maintain Privacy

Do not discuss a situation involving named or pictured Frank Phillips College community members on a social media site without their permission. As a guideline, do not post anything you would not present in any public forum. Additional information on the handling of student and employee information can be found in the Board Policy Manual.

Respond Effectively to Negative Comments

When you find yourself disagreeing with others, keep your comments appropriate and polite. If you find yourself in a position where the communication becomes antagonistic, avoid being defensive. Be respectful of other people's opinions. Having thoughtful discussions on important topics is a great way to build your community and is a very important aspect of having a successful social media site.

Don't Be Afraid to Ask for Help

If you receive a question you cannot answer or if you see incorrect information about FPC, contact Marketing & Communications for assistance. Also contact M&C if you have trouble creating or monitoring your social media site.

Respect College Time and Property

It's appropriate to post at work if your comments are directly related to accomplishing work goals, such as seeking sources for information or working with others to resolve a problem. You should participate in personal social media conversations on your own time.

Accessibility

It is important to create content that EVERYONE can perceive. This extends to our social media channels where students and community may find information that would be important to their success. Please remember the following regarding social media accessibility:

- DON'T post fliers (or images with large amounts of text) without adding the plain text details in the post.
- Videos with spoken words must contain captions.
- Provide a description of images posted.
- Provide "Alternative Text" for images in Twitter.

Moderating Comments on Behalf of FPC

The primary goal of moderating user comments and user submissions is to present the college, its students, faculty, staff, and activities in a positive light. Comment moderation will help maintain the positive messaging of FPC. In addition, it will also keep sites free of spam and suspicious links.

While comments are welcome, we are responsible for removing comments that are offensive, insulting, bullying, spam, or problematic because of libel, legal, or other issues. Site administrators are responsible for moderating comments.

Moderating comments and other public feedback involves:

- Monitoring social media sites regularly, especially those where users may leave comments without administrator approval.
- Adjusting comment settings so that comments must be approved by an administrator before they are viewable publicly.
- Adjusting comment settings to automatically flag comments that contain offensive words.
- Viewing, approving, removing, and responding to comments as needed.