



## SOCIAL MEDIA GUIDELINES

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Feather River College supports the use of social media as a valuable tool to further its vision and mission, support student learning, student success, communication, promote college activities, staff development, and create a thriving online community. These basic guidelines will assist faculty, staff, and students at Feather River College who create, administer or post to social media sites such as Facebook, Twitter, YouTube, or Instagram on behalf of the district.

Social media sites reflect on the district and should therefore be written and structured in an appropriate, ethical, professional, and lawful manner and every effort should be made for sites to be 504/ ADA compliant. If activity on an FRC social networking site is offensive or violates district policy including Standards of Student Conduct it may result in disciplinary or legal action. Use of the district's official media sites and approved accounts indicates that you have read and will abide by these guidelines and related district policy. The College reserves the right to **moderate and remove any comments and posts** that do not fall within its official guidelines.

*An official district social media platform* is a site authorized by the superintendent or designee. Sites that have not been authorized by the superintendent or designee, but contain content related to the district or comments on district operations, such as a site created by other school-connected organizations, a student or employee's personal site, are not considered official district social media platforms.

## SOCIAL MEDIA SITE AND POSTING CONSIDERATIONS

1. Consider a few basic objectives before creating a social media account:
  - What do you plan to achieve with this presence?
  - What kind of information do you want to share or receive on the page?
  - Who (what audience) will engage, read, and comment on your social media post? Is it intended for high school or college students, parents, athletes, local community, alumni, or peers in higher education?
  - Will you, or a designee be able to respond to posts made on the page?
  - Is this particular site the appropriate venue?
2. Personal information should not be posted on social media sites, including but not limited to:
  - Student Identification Numbers
  - Employee Identification Numbers
  - Social Security Numbers
  - Personal Addresses or Phone Numbers
  - Driver's License Numbers
  - Any other information protected under the Family Educational Rights and Privacy Act (FERPA)
3. FRC's social media sites should only be used for college or district-related purposes. Are your links, videos or photos appropriate?



4. The employees responsible for posting to the social media sites need to regularly monitor the content to see that guidelines and appropriate standards are followed.
5. Social media sites are not private, and the expectation of privacy is not conveyed to you as a user or administrator of the site. Expect questions, feedback, and comments and be prepared to respond if necessary.

### **STANDARDS FOR APPROPRIATE CONVERSATION**

Although online conversations and media posts on social media sites are often casual, they must remain professional and respectful. Comments on official college social media pages are monitored periodically to ensure compliance with its social networking guidelines. Concerns should be shared with the page administrator and/or the Chief Student Services Officer. Posts that are not in compliance should be reported to the Chief Student Services Officer. For those who have a group, the owner of the group should monitor posts.

### **EXAMPLES OF INAPPROPRIATE USE**

**Posts, comments, multimedia, or links that violate staff or student privacy under the Family Educational Rights and Privacy Act (FERPA) or Standards of Student Conduct.**

- Libelous, slanderous, inflammatory or defamatory
- Vulgar or discriminating in nature
- Obscenities/obscene materials
- Comments/materials pertaining to violence
- Comments that are not respectful
- Comments that are not relevant to the topic
- Incorrect/inaccurate information
- A commenter who is misrepresenting themselves
- A single person who is dominating the conversation
- An advertisement for a commercial business unless shared as informational to an FRC audience

### **MEDIA RELEASE**

As stated in the FRC College Catalog, students who enroll at Feather River College understand that photographs and/or videos taken of them while on campus and at college activities or events may be used to promote the college in print publications, online publications, presentations, websites, and social media. They further understand that no royalty, fee or other compensation shall be payable by reason of such use. It is the responsibility of the student to inform the photographer/videographer if they do not wish to be included.

### **PHOTO/VIDEO GUIDELINES**

Photos/Videos posted on social media pages should favorably portray the district and the persons depicted in the photos/videos per the following guidelines:



- Photos/Videos must not violate inappropriate use as stated above.
- Photos/Videos of children should not be posted without expressed consent release from their parents. Always use great caution when posting photos/videos of young children.
- In the event that photos/videos are not produced on District properties, and with the expectation of respecting people's privacy, a release must be obtained from each person in the photo/video.

## **BEST PRACTICES**

Freedom of speech must be exercised responsibly on the district sites. These succinct recommendations provide a roadmap for constructive, respectful, and productive use of social networking sites.

- **Develop a Consistent Brand Voice and Presence**  
Your social media voice (student oriented, community friendly, informational) should be consistent, and if different platforms are used, they should amplify and supplement each other by having unique content on each – give people a reason to follow you.
- **Be Respectful**  
Be sensitive to the privacy of others and respect your audience and colleagues. Take care not to engage in any conduct that would not be acceptable in the workplace.
- **Get Your Facts Straight**  
Research your post if necessary. Ensure that you are providing accurate information so that you are not misrepresenting the college, district or an individual. For example, the “who, what and where?” of a post should not be taken for granted.
- **Be Mindful of Your Public Image**  
Consider the image you want to portray about the college and the program you are representing to the public. Be mindful that what you post may be viewed by parents, students, administrators, and community members. As we all know, in this digital age, *posts stay public for a long, long time* and can easily and quickly reach a large audience
- **Use Your Best Judgment**  
Remember, there may be consequences to what you post, so consider your content carefully. If you are about to post something that makes you the slightest bit uncomfortable, review college policy or ask for a second opinion. If the information including a photo or video would not be appropriate on the college's website or mobile app it should not be posted to a social media site that represents the college.
- **If in Doubt, Don't Post!**  
Don't be afraid to seek advice from a member of the communications committee or another page administrator.



## WHEN COMMENTING ON OR SHARING POSTS

- Be honest
- Be respectful of others' ideas and opinions
- Use good judgment in sharing only public information
- Show awareness that what you say is permanent

## MANAGEMENT

For social media account affiliated with Feather River College, 2-3 employees will need to have access to the account – Facebook (multiple administrators) and Instagram/Twitter (pw access). This will ensure that if one person loses access to the page or account, another FRC employee will be able to still maintain the account. Please consult with members of department to see who would like to share this responsibility.

## ATTRIBUTION

It's fine to repost information on Facebook from Twitter and other media, but be sure to reword the post and remove hashtags. Try to put a different spin on the story. Tag people in posts—other colleges, people, etc.—with the hope that they will repost your information. Tag other users, pages, or events by using “@NAME” in your post. When including others in your message (i.e. other CCCs, Universities, government officials) think about who will maximize your post views and audience.

## ANALYTICS

It is important to keep track of online engagements, likes, follows, retweets, and much more in the social media world. **Facebook** has created a great built-in analytics program called “Insights.” As you maintain your page, you should explore the “Insights” button on the right side of the profile page. This analytics overview provides basic user statistics, including daily, weekly, and monthly activity, as well as page content feedback, comments, and “likes.” In addition to these details, “Insights” provides useful demographic information, including gender and age, location, and external referrers (outside sites that refer viewers to your Facebook site).

For Twitter and Instagram, we suggest keeping an excel spreadsheet that tracks followers, likes, retweets, FRC hashtags, and @replies on a monthly basis.

## LOGOS

The college logo(s), including the Athletics Golden Eagle, will only be used on the district's official social media sites. Outside organizations will need to obtain district permission before posting official college logos on their social media or web sites unless promoting an FRC event or activity such as an athletic game. Normally, outside organizations will be groups partnering with the college for instructional activities, an event or sponsorship. Questions can be directed to the Chief Student Services Officer, Athletic Director or designee



## **SOCIAL MEDIA SITE DESIGN/COLORS**

The college's social media sites will maintain uniformity with the district's distinct color and official design standards (as best as possible) from site to site. These design schemes, along with the official college logo(s), represent the district's unique branding presentation to the public. The district's official social media sites should refer to the college's latest logo/color scheme usage guidelines to maintain uniformity in our branding practices and outreach to the community. The brand guidelines are found at the following link: [www.frc.edu/businessservices/logo](http://www.frc.edu/businessservices/logo)

## **PRESS INQUIRIES**

Postings may generate media coverage. If a member of the media contacts the college about a social media posting or requests additional information, contact the Chief Student Services Officer, to provide further information or arrange for contact with the content provider. Always confirm that any information posted has been publicly disclosed.

## **HELPFUL TIPS**

The overall goal for the use of social media sites is to promote engagement as much as possible to communicate and connect with diverse audiences. Use platforms that go where your community is; go where you can cultivate connection and growth. Posts need to embody FRC's culture and unique environment. Use a mix of social media, as students and parents both reference a variety of channels. Students are most interested in photos and videos, especially what social life is like on campus, and parents are most interested in photos and links to news or feature stories. Consider the following tips to help maximize your media posts.

## **BEST PRACTICES APPLICABLE TO MOST PLATFORMS:**

Tag, like, share, respond!

### **Facebook**

- Most diverse social media audience including parents, grandparents, community members and supporters/fans of FRC programs and athletics
- Preferred platform to learn about a college
- Posts that incorporate image/video are typically more engaging, including live feeds
- Hashtags are used less frequently than other platforms with only one or two used if at all Make posts shareable and "share-worthy" to reach a broader audience
- Add links when necessary to enhance the post
- Use to create events
- Can be used to boost Instagram posts
- Post 1-2 times weekly to keep the site updated and active



As a higher education entity, you should be launching and maintaining a Facebook page, not a group or individual profile.

- **Pages** communicate broadly with people who “like” them. Pages may be created and managed only by official representatives of the organization.
- **Groups** provide a closed space for small groups of people to communicate about shared interests. Groups can be created by anyone.

### Instagram

- Focused on images and videos
- Photos should be at quality level in order to post and increase engagement
- Captions need to meet one of following: Record; Recognize; Reveal
- Hashtags are very commonly used and lead to more engagement
- Be aware of feed and not to post two similar pictures right after one another. Keep it diverse!
- Cannot add links to posts except in the pages bio
- Keep it playful. Instagram is typically for a younger audience seeking engagement/connectivity
- Can be used to remind followers of an event that is happening that day
- Often used to capture fun moments
- Do not have to be as aesthetically pleasing as actual posts
- Recommend 4-7 posts per week

### IGTV

- Videos filmed vertically
- Anywhere from 15 seconds to 10 minutes long
- Different from YouTube in that videos must be filmed in vertical
- Content is similar to Youtube or Facebook videos.

### Twitter

- Busiest social media platform and often used for news and announcements
- Recommend 1-5 tweets per day and respond frequently; if you cannot respond to every tweet, acknowledge you saw it with a “Like”
- Attach some form of media to post to make it more engaging
- Since characters are limited, don’t over use hashtags; one or two is standard practice
- Be careful with negativity or tweets that can be perceived as angry or a rant
- Retweet any positive posts about FRC. It makes your life easier!
- Tag other organizations, other FRC profiles, photographers, etc. The more people involved in a post, the more engagement we will get.



### **YouTube**

The Feather River College YouTube channel's target audience is prospective students. Programs may contact the Chief Student Services Officer if they have produced a video that would be a good fit for the college channel.

### **LinkedIn**

- Social media platform that is geared towards professionals.
- Posts are more formal and boast FRC's achievements.

## **OFFICIAL HASHTAGS & CONTEXT IN WHICH THEY CAN BE USED**

What is a hashtag?

A word or phrase with no spaces preceded by a hash mark (#), that is used within a message or at the end to identify a keyword or topic of interest or to replace a phrase. Hashtags are often used to facilitate a search/ people can follow hashtags. Make sure the hashtag means what you think it means; search it first if needed. Look at hashtags that are commonly used in the industry or relevant to specific events or dates.

Examples of general hashtags that can be used for FRC include:

**#FeatherRiverCollege** - reaching out to a broader audience

**#MillionAcreClassroom**- when combining education opportunities & our unique locations

**#GoGoldenEagles**- Athletics

**#FRCFam, FRCfamily**- family atmosphere at FRC

**#WildlifeofFRC**- any animals seen around campus

**#GoldenEagleWay**- FRC Alumni or current students out in community or workforce

**#MountainsofOpportunities**- promoting unique programs at FRC

**#GoldenEaglesSoar**- Showcasing successful FRC students

**#MyFRCStory**- Instagram campaign only. Quotes of students, faculty, or staff that explain their FRC story. This can include how they found FRC, how FRC changed them, why they like it here, what inspires them about FRC, etc. Similar to FRC Spotlight

**Remember, people often follow or search hashtags, use for relevance and can also be used to bring humor to a post.**



**DISTRICT POLICY RELATED TO THESE GUIDELINES**

BP/AP: 3050 Institutional Code of Ethics

BP/AP: 3430: Prohibition of Harassment

BP/AP 3720: Computer and Network Use

BP 4030: Academic Freedom

BP/AP 5500: Standards of Student Conduct

Family Educational Rights and Privacy Act (FERPA)