

Social Media Best Practices

Administration of social media pages

- Reputation management is a critical component of social marketing. Each department should designate a person that has oversight of the social media presences to ensure that your department's reputation is being monitored and safeguarded. This department will:
 - keep a current list of accounts and account managers,
 - monitor fans' posts on the social media page for quality assurance and reputation and
 - post regularly to engage fans of the page and respond to inquiries, comments and concerns as promptly as possible.

Individual departments and groups who wish to publish on social networks should notify the Communications Coordinator each time a new account is set up. (This process ensures that the Marketing and Communications Department is aware of all COM-related accounts, which will enable us to monitor those sites and provide support if needed in the future.)

- The person who oversees a COM department's social media is strongly encouraged to share these best practices for social networking with the department's employees.
- The Communications Coordinator should have administrator-level access to all accounts representing COM.

Representing COM

- When publishing under a College of the Mainland social media account, you are COM; what you publish will reflect on your college, colleagues and yourself. Do not share personal opinions on COM social media outlets. When publishing on social media, always keep these questions in mind: Will this content enhance the college's image? Does it support COM's mission and goals?
- Manage personal and professional content separately.
- Respect your audience. Don't engage in any conduct/language that isn't acceptable in the workplace.
- Understand that employees are personally responsible for the content they publish on blogs, wikis or any other form of user-generated media, both internally and externally.
- Identify yourself by name, write in first person and, when relevant, explain your role at COM when you discuss COM or COM-related matters externally on a blog or article.

Content posting

- In emergency situations, send only official/approved/posted content disseminated by the President's Office or the Marketing and Communications Department. News media inquiries should be routed to the Marketing and Communications Department.
- In non-emergency situations (closures, water main breaks, official school closures/holidays, power outages, etc.), you may inform followers, but follow the lead of the President's Office or the Marketing and Communications Department to ensure that you share accurate information. Update information as soon as you know it is accurate and remove outdated information as soon as possible.
- Use common sense: Avoid topics that may be considered objectionable or inflammatory. Do not engage with someone who is using profanity or making threats. Immediately contact the Communications Coordinator for guidance and assistance in resolving the situation.
- Don't cite or refer to content posted by others that is not explicitly made public without their approval.
- Don't replicate information on college Web pages; link to it instead. Official sites are reviewed for content and accuracy.
- Don't publish confidential information on social media.
- Respect copyright, fair use and disclosure laws.
- The social media manager should establish and publish the regular "office hours" when the account will be monitored.

Disclaimer

Publish the following Facebook disclaimer on all COM Facebook sites under the Products tab under Basic Info:

A little bit about how we run our page:

This Facebook page is a resource of College of the Mainland (COM). Content on this page does not necessarily reflect the views of the College. In addition, any and all content posted by "fans" is the property and responsibility of the fans, not COM.

Conversations will be moderated and/or deleted if threatening, inappropriate, offensive or libelous language is used.



Commercial offers may be removed from the page. If you would like something posted on COM's Facebook page that is not directly related to COM, please email the information to [\(admin email\)](#), and we'll be happy to review it for future posting.

This page is monitored **(days and times, e.g. Monday to Friday 8 a.m. to 5 p.m.)**.

Personal social media sites

- When you are interacting on your personal social networking sites, be cautious about sharing work-related information or opinions. Only publish content that you wouldn't mind being seen by our students and your colleagues/supervisor/vice president/college president.

Thank you!