

MARKETING & COMMUNICATIONS

SOCIAL MEDIA GUIDELINES

July 2017



Mount Wachusett
Community College

SOCIAL MEDIA GUIDELINES | overview

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Social media provides Mount Wachusett Community College (MWCC) employees, students, alumni and others (“users”) an opportunity to share news, events, ideas, and experiences. It is an excellent, low-cost way to engage the community and build the MWCC brand.

All are encouraged to use social media to share MWCC information available to the public (press releases, calendar events, articles, etc.). To enhance the effective use of social media, these guidelines outline the most appropriate uses for the MWCC community in order to maintain standards of quality and relevance to our primary goals of teaching and learning, and our position as a community institution. The information in these guidelines is not in any way an endorsement of personal use of social media on work time or on work equipment. Social media should only be used on work time and/or equipment when it is college-sponsored and part of an employee’s official duties.

Use of all social media (personal or MWCC-related) through the College’s computer systems and networks shall at all times adhere to the College’s [Information Technology Acceptable Use Policies](#) and [Copyright Guidelines](#) as well as all social media sites’ communications standards, applicable local, state and federal laws, ethics, and privacy and intellectual property rights.

Due to rapid changes in technology, these guidelines will be reviewed and updated as needed. Questions regarding the use of social media or these guidelines should be referred to the Marketing and Communications department at 978-630-9122 or marketing@mwcc.mass.edu. Questions regarding the [Information Technology Acceptable Use Policies](#) should be referred to the Human Resources Department at 978-630-9160.



All users engaging with or on behalf of Mount Wachusett Community College must abide by these general social media guidelines. Failure to do so may result in the removal of posts and/or access to MWCC accounts.

Maintain Confidentiality

Do not post confidential or proprietary information about MWCC or other individuals. Follow federal policies and requirements, such as HIPAA and FERPA.

Maintain Privacy

Do not discuss or post photos of individuals on social media without their permission. If you would not present the content in a public forum, do not post on social media.

Respect College Time & Property

MWCC employees can use social media if approved by their supervisor, use is directly related to MWCC goals, and they are in compliance with MWCC policies. Personal social media use should be done on personal time and on personal devices. Use of MWCC branding or photos on personal social media accounts is prohibited.

Do No Harm

Your posts should not be harmful to yourself, others or MWCC whether you are using social media for MWCC-related or personal purposes. Content that promotes or depicts illegal activity, is threatening or harassing, includes obscenities, or defames a person, group or organization is prohibited and will be documented and removed.

Understand Your Personal Responsibility

You are personally responsible for the content you publish on social media, blogs, or any other form of user-generated content. Be mindful that what you publish will be public, exist for a long period of time, and may be redistributed throughout the internet. Comply with all Copyright laws and only post information to which you own the rights. (This includes music, art, literary works, photos, text, video, etc.).

Maintain Transparency

Be honest about who you are without sharing sensitive information that could be used to steal your identity (address, phone number, etc.). If you identify yourself as an MWCC employee on your personal social media, please be clear that you are sharing your views as an individual, not as a representative of the College.

Correct Mistakes

Be up-front and quick to correct a mistake. If you go back and edit a previous post, make it clear that you've done so.

Be Respectful

It is important to be constructive and respectful while interacting with others at all times. This includes when discussing a bad experience or disagreement. MWCC employees are expected to interact on social media with the same respect required when interacting with college guests, students, and employees in-person. If you would not be comfortable reading about or defending your actions in a Boston Globe interview, do not post that content.

Be a Valued Member

Make sure the content you contribute to any social media site is valuable to its community. Domineering conversations and self-promotion is viewed negatively and can lead to you being banned from groups, pages, blogs, etc. MWCC reserves the right, but assumes no obligation to remove content that is not related to official college business and consistent with the college's mission. We do not permit messages selling products or promoting commercial or other private for-profit ventures.



MWCC's social media communities should be positive places to share news, events, ideas, and experiences free of for-profit solicitations and disrespect.

Consider Your Audiences

Social media often spans traditional boundaries between professional and personal relationships. Use privacy settings to restrict personal information to otherwise public sites. Carefully and thoughtfully choose the photos and information you share as well as your profile photo or avatar.

Know Your Medium

Make sure you know how each social media platform is used. Just as you would not use a screwdriver to hammer a nail, be sure to know the tool and how to best use it. Be aware that MWCC uses each platform strategically for specific audiences (see "Official College Social Media Accounts" on subsequent pages for further information).

Think Before You Post

There is no such thing as a "private" social media account. Photos and comments can be forwarded, copied, and screenshot. Archival systems save information even if you delete a post. If you feel angry or passionate about a subject, it is wise to delay posting until you are calm and clear-headed. Only post content that you would be comfortable sharing with the general public (peers, coworkers, current and future employers, etc.)

Warnings and Banned Users

If any user does not fall in compliance with these guidelines, we have the right to remove their content. Upon doing so, we will message the individual, if possible, letting them know their post was deleted and why. If the same individual falls out of compliance again, we will ban the user from our page.



At the time of this revision, MWCC's official accounts are:

Facebook
[facebook.com/mountwachusett](https://www.facebook.com/mountwachusett)

Facebook
[facebook.com/MWCCAlerts](https://www.facebook.com/MWCCAlerts)

Twitter
[@mountwachusett](https://twitter.com/mountwachusett)

Instagram
[@mountwachusett](https://www.instagram.com/mountwachusett)

Snapchat
[mountwachusett](https://www.snapchat.com/add/mountwachusett)

YouTube
[youtube.com/mountwachusett](https://www.youtube.com/mountwachusett)

LinkedIn
[linkedin.com/company/mountwachusett](https://www.linkedin.com/company/mountwachusett)

Approved Administrators

The Marketing and Communications department is responsible for maintaining the official MWCC social media accounts. Unless otherwise authorized by the Director of Marketing, only employees from this department are allowed to post to the official accounts.

Strategy

Each social media channel has a specific goal and purpose for a specific audience as outlined below. The Marketing and Communications department uses this as part of the overall recruitment and retention strategy.



FACEBOOK

Audience: Prospective students, community, parents, non-traditional students

Content: Links to news stories, event photos/albums, promotional videos and graphics



TWITTER

Audience: Legislatures, community, parents, non-traditional students

Content: Links to news stories, event photos (1-3), promotional videos and graphics



INSTAGRAM

Audience: Current students, traditional students

Content: Well-composed, high-quality photos highlighting points of pride or events with minimal text (1-5), Instagram "stories" can include more organic video clips and photos with text overlay



SNAPCHAT

Audience: Current students, traditional students

Content: Organic, candid, student-generated photos and stories which may or may not be adorned with Snapchat filters and graphics



YOUTUBE

Audience: Prospective students, community

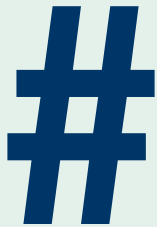
Content: High-quality video commercials/promotions, commencement and other large events that are live-streamed



LINKEDIN

Audience: Job seekers

Content: Job postings



Hashtag That

Always try to use branded hashtags when posting on behalf of or in promotion of the College.

Content

Anyone from the MWCC community can request for information to be posted on an official account, however, the Marketing and Communications department will determine if the content is appropriate as well as how, when, and where to post the content so that it strategically aligns with the overarching social media plan and schedule. To make a request, fill out a marketing request form at mwcc.edu/marketing/request.

Official Hashtags

The College uses a variety of hashtags on social media, but the following hashtags are the most frequently used:

- #MWCC
- #MWCCPride
- #MWCC[year] (for commencement only)
- #MWCCFit (Fitness Center)
- #MWCCStreetTeam (Street Team Ambassadors)
- #takeiton (STEM Starter Academy programs)



When requesting a new account, complete the following steps:

1. Submit a request at mwcc.edu/marketing/request
2. Meet with the Director of Marketing & Assistant Director of Visual & Digital Communication
3. Provide administrative access to the Assistant Director of Visual & Digital Communication
4. Keep your account up-to-date

Account Approval

Anyone who wishes to create a social media account for a college-affiliated group, department, program, club, organization, etc. must first meet with the Director of Marketing and the Assistant Director of Visual and Digital Communication to review administrative requirements and obtain official approval. It is preferred that the Marketing and Communications department set up the initial account to help maintain MWCC ownership of the account and provide proper branding. A marketing request form must be submitted.

Approved Administrators

An MWCC employee must be the official administrator for any college-affiliated social media account, however, when deemed appropriate, and approved by the Director of Marketing and the Dean of Students, an MWCC student can assist with account administration. Qualified students must be in good academic standing with a GPA of 2.5 or higher and have no previous disciplinary history with the College. Student administrative access can be revoked at any time by the Director of Marketing, Dean of Students, or department administrator.

It is required that the Director of Marketing and the Assistant Director of Visual and Digital Communication are both added as full administrators (or given the up-to-date username and password) to all college-affiliated social media accounts before the account is published. However, the day-to-day maintenance responsibilities will belong to the affiliated department, group, etc. This is a precautionary measure to make sure that:

- MWCC is never locked out of an account
- Should there be a problem, the Marketing and Communications department can quickly react and assist (such as the termination of a social media administrator)

Social media account administrators must keep the Marketing and Communications department up-to-date with the names and contact information of the administrator of the account at all times and notify them of any personnel changes that might effect this.



Response Time

When a user asks a question, response time should be reasonably prompt. While you are not required to monitor your account 24/7, you should be monitoring and responding promptly during business hours.

Content & Time Commitment

Administering a social media account is time-consuming and the content you post should be of high quality and strategic to your goals. Before embarking on setting up a specific account, the Director of Marketing and the Assistant Director of Visual and Digital Communication will brief you on the amount of time required for your desired account and the frequency of which you should be posting content. At the time of this revision, best practices recommend the following:

- **Facebook:** 2–5 times/week
- **Twitter:** 2–3 times/day
- **Instagram:** 2–5 times/week (and/or use stories to post multiple things in one day)
- **Snapchat:** 2–5 times/week (and/or use stories to post multiple things in one day)
- **YouTube:** 1–3 times/month

A stale or outdated account can be more damaging to the image of an entity than not having an account at all. All administrators are expected to abide by MWCC's General Social Media Guidelines as set forth at the beginning of this document as well as all [MWCC's policies](#).



Any photo that is pulled from an internet search or copied from another source is **strictly prohibited** to avoid copyright infringement.

Use of Photos/Videos

Photos/videos must be owned by the person posting or by MWCC. Access to MWCC's photo library is granted at mwcc.edu/marketing. Any photo that is accessed via an internet search or copied from another source is strictly prohibited to avoid copyright infringement. Whenever taking photos of people, the following must be done:

- If hosting a public event, post a clearly marked crowd photography notice that states:
"Notice of Photography. Your entry to this event constitutes implied consent to be photographed and to have those photographs published by Mount Wachusett Community College in any manner for promotional purposes."
- If taking photos of people not at a public event, get a model release signed from everyone in the photo(s). These can be obtained from the Marketing and Communications department.

It is the account administrator's responsibility to generate high-quality content and post it according to the best practices listed in this document.



Harmful Content

Content that promotes or depicts illegal activity, is threatening or harassing, includes obscenities, or defames a person, group or organization is prohibited and will be documented and removed. Steps on how to document and proceed with such content is detailed to the right of this box.

Responding to Negative Content

Negative comments/posts may come up now and then and should be handled with a careful, thoughtful response.

Always try to:

- Provide a polite and friendly answer to the question/criticism
- Direct the user to a source of information/assistance if you cannot help them yourself
- Refrain from removing a comment just because it's negative, remember that a negative comment is an opportunity to showcase MWCC
- If the content falls under the “Do No Harm” category in the General Social Media Guidelines, take the following steps:
 1. Document the post by taking a screenshot (include all relevant information)
 2. Save with the appropriate date in the filename
 3. Send the screenshot to the Chief of Campus Police, Dean of Students, and Executive Vice President (They will determine if further action is required.)
 4. Once you've completed step 3, you can remove or hide the harmful content (NOTE: If a backlash post occurs, explain that their content was removed because it violated our social media guidelines and thus had to be removed. Also provide a link to our guidelines for further information.)



Account Security

The account administrator(s) must maintain the security of their account password and is fully responsible for all use of and any actions that take place using their account, including those that result from the failure to protect their information against unauthorized use.

Platform Compliance & Collecting User Information

Administrators are responsible for reviewing and complying with any policy and/or terms of service set forth by the platform of which they are using. In addition, no social media account may be used to collect personal information of any user.

Account Termination

The Marketing and Communications department will monitor social media activity across all college-affiliated accounts. If they find that an account is not being used according to these guidelines, they have the right to terminate or unpublish the account. A courtesy email will be sent to the account administrator to let them know that the account is out of compliance and they have one month to correct the situation. If at that time it has not been remedied, the Marketing and Communications department will terminate or unpublish the account.



Social Media Requests

All requests should be submitted through the marketing request form at mwcc.edu/marketing/request. Supporting files and content should be uploaded in the request form. They can also be sent to marketing@mwcc.mass.edu.

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