

Southeast Community College Social Media Guidelines

Social media is a powerful communications tool used by Southeast Community College to educate, inform and engage with its students, faculty, staff, alumni, and community partners. The key to successful social media efforts is the ability to connect with your intended audiences, start conversations and build community.

While social media networks are free to set up, the time and effort to maintain the site is not. Please take the following guidelines into consideration before establishing and managing SCC-affiliated accounts:

1. **Goals and Objectives:** Why do you want to use social media, and what do you hope to achieve? Goals and objectives should be measurable and specific for each channel.
2. **Responsibility:** Who is going to handle the day-to-day operations of content management and monitoring the social media channel(s)? Success in social media requires time, energy and thought. Be realistic about whether you can commit the time and resources needed to create and monitor content. SCC related pages must be “owned” by an SCC employee, not a student. If students are assisting with content, an SCC employee must approve the content before it goes live.
3. **Audience:** Who do you intend to reach via social media? Be specific and include internal as well as external audiences for each channel. You may find your audiences are slightly different.
4. **Channel:** What social media channels do you want to utilize? Your audience will determine the best channel(s) to use.
5. **Promotion:** How will you add followers on your channel(s)? Have a plan for the best way to grow your social media presence.
6. **Frequency:** How often will you post to Facebook or tweet on Twitter? The trick is to be consistent; utilizing a monthly content calendar is often helpful.
7. **Monitoring:** Who will respond to posts/questions on each of your channels? Part of the time factor with social media is engaging with your audience in real-time when they leave a comment or ask a question.
8. **Evaluation:** Did you meet your goals? Determine the best method for measuring your success at accomplishing your goals.
9. **Review:** How often should you review your social media plan and make adjustments? After evaluating whether the goals were met, adjust the plan accordingly.

Remember, social media pages are secondary information sources – the southeast.edu website serves as the official primary Web presence for the College. SCC currently maintains a presence on Facebook, Twitter, LinkedIn, Instagram and YouTube. Use social media as a channel to direct traffic to the website. If you do not intend to post content on a consistent basis, consider submitting content to be posted on the SCC social media channels instead.

Southeast Community College Social Media Best Practices

Social media is at its best when it is authentic, transparent and honest as well as prepared with your audience in mind. Use these best practices when representing Southeast Community College on social media:

1. **Think Before You Post:** Something posted online often lives forever. Search engines catalog posts and archive social media content. Don't post something you will regret in the future which may negatively impact SCC, your career or your reputation. There is no such thing as a private social media site.
2. **Be Respectful:** The goal of social media is to create engagement and dialogue with your community. As a representative of SCC on social media, always treat others fairly and be sensitive to different perspectives and viewpoints. Never react in a defensive or hostile manner to comments left on social media posts.
3. **Add Value:** Social media is about interaction; craft your posts with this in mind. Post content such as photos, videos, instant surveys/questions which are shareable and encourages likes and comments.
4. **Post Regularly:** Depending on the social media channel, determine your posting schedule and stick to it. Keep in mind you don't want to post too much or post too little....determine your "just right."
5. **Be Responsive:** Users of social media expect quick responses; monitor channel activity to respond promptly to questions and comments. When responding to negative comments you should be quick, courteous, factual, and in public so your community can see you are responding to the comment. Give the commenter the option of contacting a specific person via phone or email if appropriate.
6. **Invite Fans to Post:** Social media works best with interaction. This can be accomplished with fun contests, asking fans to tag themselves in your photos or SCC in their photos. Create hashtags such as #SCCNeb for community use.
7. **Stay Away from SPAM:** Stick to topics and posts related to SCC and our community. SCC social media sites should not be used to promote services, programs or organizations not related to the College.
8. **Follow Copyright Laws:** Intellectual property may be protected by copyright laws, so when in doubt give proper credit to the owner/author/creator for content that is not your own and provide a direct link to the content if possible.
9. **Be Professional:** When posting on SCC sites, you represent the College and should always consider the intended audience when posting and commenting. Be sure to proofread your content to avoid spelling and grammatical errors since we are an educational institution.
10. **Ask Questions:** If you need help or advice, contact the Social Media Marketing and Writing Specialist at 402-323-3393 or jsnyder@southeast.edu.
11. **Have Fun:** In order to foster personal interaction and build an online community, it is important to have some fun with social media. Just remember that you are representing SCC in the process.