



SOCIAL MEDIA BEST PRACTICES

The following best practices are to be used as guidelines when posting to Columbia State Community College social media accounts. By posting content to college accounts, you agree that it meets standard fair use and does not violate any copyright laws.

Always keep in mind that everything on the internet, including social media, lives on forever even if deleted. With the speed in which information is shared, any post can be shared, stored and spread globally in a matter of moments.

Be Accurate

Always share information that is accurate and check dates, spelling and grammar before posting. Be sure to verify information before sharing on any platform so as not to have to post a correction or retraction at a later time. In the event an error is posted, it is best to correct it immediately.

Be Timely

Account managers should be diligent about monitoring their social media account(s) for comments and posts by others, and they should respond in a timely manner.

It is always best to be timely when posting and sharing information. Don't forget to share photos and/or video during an event.

Also, be careful not to share event promotion posts after an event. This could be confusing to others who might think the event has not happened yet. Instead, post a comment about the event or share photos of the event.

Be Relevant/Authentic

When sharing content, making comments and posting about Columbia State, it is best to always be relevant and authentic. Does your content relate to higher education or what's happening in the classroom or on campus? Does your content resonate with college students? Authenticity contributes to social media success. Readers will appreciate content that they can relate to, as well as content that is genuine.

Be Transparent

Always use your own voice, and never pretend to be anyone else or post on behalf of anyone else.

Be Active

Post to your social media account(s) on a regular basis and keep the accounts active. Active accounts generate engagement. If you don't post regularly, your fans and followers may assume that your account is no longer active.

Be Respectful

You will achieve greater results with your social media accounts if you are respectful and professional in your posts and responses. Even if you disagree with a comment or post, you can use the opportunity to provide positive feedback and offer assistance. Never respond negatively to any posts or comments. Listen to what they have to say, and respond in a way that positively reflects Columbia State.

Be Knowledgeable

Photos taken at a public event can be used for news coverage of the event. However, if it is not a public event or you plan to use the photo for a different purpose you will need to get a signed Media Release form. The form can be downloaded online at:

www.ColumbiaState.edu/media/media-release.

Completed forms should be forwarded to the Communications office along with digital copies of the photos.

When taking photos of minors, you must have a signed Media Release form with a parent signature. Otherwise, the photos should not be taken or should be taken so that individuals are not identifiable.

Be Aware

Be aware that a negative comment or post may be protected under freedom of speech. Posts that violate a particular social media platform's terms of use can be reported directly to that platform. Posts can also be reviewed to determine if they violate student conduct as listed under Student Rights and Responsibilities in the Student Handbook.

If you see a post that you think may need to be deleted, please contact the Communications office to discuss prior to deleting.

Be Secure

Account managers should consider updating the password to their personal Facebook account annually as this is the account that gives you access to the college social media page that you manage. Changing your password helps reduce the likelihood of being hacked by an outside entity. It is best practice to change all your social media passwords regularly.

Be Confidential

Always use good judgement when posting content and information about Columbia State. Do not post confidential information about the College, its employees or its students, and always follow Columbia State and TBR policies and federal requirements, including FERPA laws.