

**Tyler Junior College
Social Media Guidelines**

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Tyler Junior College Social Media Procedural Guidelines

With the rise of new media and next generation communications tools, the way in which Tyler Junior College faculty and staff can communicate internally and externally continues to evolve. While this creates new opportunities for communication and collaboration, it also creates new responsibilities for TJC faculty and staff. The following guidelines were created by the Office of Marketing, Media and Communications to:

- Identify the College's social networking philosophy and goals;
- Document the College's current presence on the social networking sites Facebook, Twitter and You Tube and the process for maintaining these sites;
- Provide guidance for College employees who have a presence on social networking sites and/or are interested in helping to expand the College's presence.

The College's presence on social networking sites should augment official channels of communication rather than replace them. Social networking accounts should be utilized to drive traffic to other communication mechanisms including the College's Web site, portal and other social networking accounts – and vice versa. The College's presence on social networking sites is intended to serve as:

- A tool for marketing to prospective students;
- A venue to communicate with current students, alumni and friends of the College;
- A means to improve retention as students identify with the College and interact with other students.

A social media presence requires regular maintenance and supervision.

Before launching a social media presence, consider the following:

- What are my goals? How will I measure them?
- Who will maintain the site(s)? How often will I update and post to them? (see the Facebook & Twitter Frequency Expectations section of this document for a point of reference)
- Who is my audience?
- What will my content be?
- Am I attempting to replace another form of communication or supplement it?
- Would the purposes for my communication be better served using traditional communication vehicles?
- What are other like departments, organizations and clubs doing and how successful have they been?

Facebook

Facebook is a free-access Web site where users can join networks organized by the College to connect and interact with other people. The Facebook site serves as a virtual community for users. The **Page** application on Facebook allows an individual or group of individuals to create a place for Internet users to come together around one central organization and create a virtual community.

<http://www.facebook.com/TylerJuniorCollege>

The campus page provides students with up-to-date campus information and the opportunity to communicate with page administrators and other page users; they also serve as a hub, designed to point fans of the page to the College-related Facebook groups that may interest them.

Individual staff, faculty, administrators, departments or divisions who wish to contribute information for the campus page may contact Elise Mullinix, editorial manager, at 903-510-2370.

All content -- including photos and videos -- must relate directly to College business, programs and/or services. Content placed by administrators cannot promote individual opinions or causes which are not directly related to College purposes.

Facebook Groups

While pages are created for official businesses and associations, groups tend to be less formal with a more specific audience. Faculty and staff are encouraged to create Facebook groups to provide a networking tool for students in a particular academic program, student club, alumni group, sports team, etc. The following settings should be applied: open membership, admin-only wall posting, admin-only photo posting, admin-only video posting and open discussion forum. Once an employee creates such a group, he or she should alert the Office of Marketing, Media and Communications who will add a link to the group from the campus page. The group administrator is also encouraged to alert the Office of Marketing, Media and Communications of any upcoming events so those events may also be posted.

Maintenance of TJC Facebook Fan Pages and Groups

Administrators for the campus Facebook page should include at least one representative from the Office of Marketing, Media and Communications office and at least one representative from Student Affairs. The Office of Marketing, Media and Communications does not assume responsibility for Facebook groups associated with the College; faculty or staff members who desire to create a group are responsible for its creation and maintenance. The following guidelines for maintenance of the College's Facebook presence pertain to both page and group administrators:

Tone: All content should be short and written in active voice. The style and tone should be informal, direct and student-oriented.

Censorship: Because Facebook pages and groups are interactive tools, administrators should monitor the page closely in order to respond to user concerns and conduct. While it is possible for administrators to delete postings, the general guideline will be to avoid censoring in order to encourage unfettered and honest communication. To promote frequent use of groups and Campus page, users will only be censored by the terms and conditions of the site which establishes many guidelines in regards to language, posting pictures and videos and various other topics.

Any questionable conduct should be reported to the Office of Marketing, Media and Communications. Make sure your efforts are transparent and do not violate the Automated Systems Use Agreement prepared by the TJC Information Technology Department. The College takes no responsibility for content developed by non-employees.

How to Create a Facebook Group Page

1. Log into Facebook. You cannot create a Facebook group unless you're a member of Facebook and are logged in.
2. Click on the "Groups" link in the main menu on the left side of the page.
3. Then click on the "Create a New Group" button on the Groups page. Fill out the Facebook group creation form. It asks you questions to help you build your new Facebook group. When you're finished filling out the form, click "Create Group" at the bottom of the page.
4. Upload a picture for your group. It should be something related to the theme of your Facebook group. Choose a photo from your computer and click "Upload Picture".
5. After you've uploaded a photo, click "Continue".
6. Invite members to join your Facebook group. You can invite Facebook friends by choosing them from friend list found on the page. Or, choose other friends, not yet on Facebook, by adding their email address to the email address box that is directly under the friend list. When you're finished inviting friends to join your Facebook group click "Add".
7. Click "Finish and View" at the top of the page to finish creating your Facebook group.
8. Your Facebook group is now created. You can start adding discussions, messages, videos, photos and other items to your Facebook group.

Facebook Guidelines

- Please do not create "personal" pages for official school, college, department, program, office, organization, or student organization Facebook pages.
- Make sure at least one person is identified and responsible for your Facebook page. This will establish a consistent voice and accountability for updates/moderation.
- Customize the page as much as possible but adhere to the TJC graphic identity standards so your fans know you are affiliated with the College.

- Always include a URL to your school/college/program/etc Web site. If you do not have one, then use www.tjc.edu.
- When composing status updates, read them back to yourself and if it wouldn't be interesting enough for you to click on, someone else probably won't find it interesting either.
- Always spell check your status updates before sending them.
- Avoid posting more than 3 things in 24 hours
- Post something at least every 10 days to 2 weeks
- Use the @ symbol when referring to other Facebook members and @TylerJuniorCollege when referring to Tyler Junior College.
- Pick a picture that speaks broadly about your school, college, department, program, office, organization, or student run organization.
- Actively build your page by adding photos, videos, event postings, etc.
- Make the TJC Main Page a "Favorite Page" of your school, college, department, program, office, organization, or student run organization.

Twitter

Twitter is a free service that enables its users to send and read messages known as tweets. Tweets are text-based posts of up to 140 characters displayed on the profile page and delivered to the subscribers who are known as followers via the profile page, text messages and other external applications. Tyler Junior College has established its own official campus Twitter account. These accounts will allow the College to provide quick status updates, links and other appropriate information useful to prospective students, current students and alumni.

Maintenance of TJC Twitter Accounts

The Office of Marketing, Media and Communications will maintain the official Twitter account and make relevant, appropriate and timely posts to attract interest from potential students, current students, alumni and friends of the College. If it is found that a follower is acting inappropriately through the Twitter page, the ability to block or discontinue following can be utilized but should only be done in extreme situations where the action violates the sites "Terms of Use." Twitter terms of service can be found here <https://twitter.com/tos> and should be reviewed by all administrators. As with Facebook, any questionable conduct should be reported to the Office of Marketing, Media and Communications.

Tone: All content should be short and written in active voice and not to exceed 140 characters. The style and tone should be informal, direct and student-oriented.

How to Create a Twitter Account

1. Go to: <http://twitter.com>. If you don't already have a Twitter account, you'll see the welcome screen. Click the big green "Get started - Join!" button.
2. On the "Create Account" page, first choose your username (what people will call you on Twitter). Tip: Keep your username as short as possible! In this medium, characters count. The form will let you know when you've chosen a username that's available.
3. Then choose a password you'll remember, and enter your e-mail address (must be valid). Then, prove you're a real person by doing Twitter's "humanness" test, and click "I accept."

Twitter Guidelines

- If possible, use a professional photo of your face for your avatar. Show people who you are, and please smile, everyone loves a friendly face. Try to avoid a generic campus photo for the avatar. If you're not sure what to use, consult with the Marketing and Public Information office.
- Add a short bio.

- Always include a URL, to your school/college/program/etc Web site. If you do not have one, then use www.tjc.edu.
- Consult the Office of Marketing, Media and Communications for a background image.
- Concentrate first on establishing who you are, begin to build trust.
- Avoid posting more than 3 items in 24 hours, unless tied to a specific promotion.
- Plan to post at least five times weekly.
- Retweet as often as possible, provided the content relates back to your goals. For example, if someone says how much they love your program, retweet it.
- When composing your tweets, read them back to yourself and if it wouldn't be interesting enough for you to click on them, someone else probably won't find it interesting either.
- Always spell check your tweets before sending them. But remember that twitter allows for shorthand. "Tomorrow" can be "tmrw" to conserve characters.
- Leave enough characters empty in your post to allow someone to easily retweet it. Try to stay around 160 characters, so someone has room to add "RT @username:" to the beginning.
- Be sure to follow your followers. Take the time to look at each profile; you do not want to follow spammers, robots, or questionable profiles.
- An individual should own your twitter account; this ensures a consistent voice for the account.

Facebook and Twitter Frequency Expectations: Pages and groups should be maintained and remain as up-to-date as possible. In general, the more frequently the content is updated, the more users will access the page. Posting weekly is considered a minimal expectation for a Facebook presence of any kind. Posting a minimum of five times weekly is considered minimal

for Twitter. Dated material needs to be removed as soon as reasonably possible. The Marketing and Public Information office will recommend removal of accounts representing TJC for which there is a pattern of excessive inactivity.

You Tube

YouTube is a free service that enables its users to find and watch videos. You can also interact with other YouTube users and around shared interests.

www.youtube.com/tjcapaches

Faculty and staff are encouraged to create YouTube channels to provide a networking tool for students in a particular academic program, student club, alumni group, sports team, etc. Individual staff, faculty, administrators; departments; or divisions who wish to contribute video to the Campus YouTube channel may contact Leah Wansley, at 903-510-2449.

All content -- including photos and videos -- must relate directly to College business, programs and/or services. Content placed by administrators cannot promote individual opinions or causes which are not directly related to College purposes.

Any questionable conduct should be reported to the Marketing and Public Information office. Make sure your efforts are transparent and do not violate the Automated Systems Use Agreement prepared by the TJC Information Technology Department. The College takes no responsibility for content developed by non-employees.

Any questionable videos should be reported to the Office of Marketing, Media and Communications. Make sure your videos do not violate the Automated Systems Use Agreement prepared by the TJC Information Technology Department. The College takes no responsibility for content developed by non-employees.

How to Create a You Tube Channel

1. Log on to YouTube's Web site.

2. Click the “Sign Up” link in the top right corner of the Web site. This will take you to a form that must be filled out in order to create an account at YouTube.
3. Fill out the short form on the sign up page to create a YouTube account. Be sure to enter a real email address, because a confirmation link will be emailed to you at the address you provide. You must click on this link to activate your YouTube account.
4. Return to the YouTube home page and click the link that says “Sign In.” When you are presented with the sign-in form, type the user name and password that you selected when you created your account.
5. Click the “Upload” button to add a video to your account. If you do not already have a video, you will first need to make one using a web cam or other recording device.
6. Click on your user name at the top of the screen to be taken to your YouTube Channel. You do not need to sign up for a channel; it is created automatically for you. Once you are on your channel, make note of the URL so that you will know what address to give your family and friends.

You Tube Guidelines

- Make sure videos are shorter than 3 minutes unless they are compelling enough to warrant something longer.
- Customize the account as much as possible so your viewers know you are affiliated with TJC.
- Post at least once a month.
- Try to create quality content.
- Make sure to add title, descriptions, and keywords that match your content for searchability.

Photo and Video Use Guidelines

Permission: In general, photos and video taken at public events do not require that you seek signed permission from individuals depicted in the material. In addition, participation in TJC student groups or open activities implies consent. However, keep in mind that the term “public” may not refer to a specific classroom or to a setting like a hospital.

So, in certain formal situations, it is polite to ask permission before taking a photo or creating a video file and to be prepared with a photo release form in formal circumstances that are anticipated.

Additionally, although social media is everywhere, not everyone understands it. If you intend to post images from your departmental or group events on Facebook, for instance, you may wish to consider updating your page's privacy settings to "friends-only" first so that they are not exposed beyond your accepted circle of members ("friends").

Professional Photo Rights: Care must be used when downloading or using photographic images off the internet. All imagery, designated or not, are copyrighted property of the photographer. Legal and financial claims may be enforced for their use.

Rights After Posting: Make sure that you are aware of the social media site's policies with regard to photo and video rights before posting photos or video. For example, Facebook's Terms of Use state: "you specifically give us the following permission, subject to your [privacy](#) and [application settings](#): you grant us a non-exclusive, transferable, sub-licensable, royalty-free, worldwide license to use any IP content that you post on or in connection with Facebook ("IP License"). This IP License ends when you delete your IP content or your account unless your content has been shared with others, and they have not deleted it."

Understanding the limitations and secondary use rights explicitly described in such use terms will help you avoid any unforeseen use of content you post to a College-representative or personal social media page.

General Guidelines for Faculty and Staff Use of Social Networks

It is recommended that faculty and staff with profiles accessible by students use care with privacy settings to keep personal content private. Faculty and staff are encouraged to limit content that students can see to information relevant to educational purposes. Faculty and staff members

should never misrepresent themselves by using a false name or persona on social networks unless that characterization is connected explicitly with their real identity.

Social networks should never be utilized as the sole, mandatory communication method for interaction between faculty and students. Official course activities should be kept in official online tools, not on social networks. Faculty should never require students to participate in social networks or have participation influence a course grade (with an exception being made for class projects that may use social networks for research purposes).

Faculty and staff should not friend, follow, request a connection or otherwise “connect or align” themselves with students unless the student requests the connection so as to maintain the integrity of the instructor/student relationship. Faculty and staff should accept all friend/connection requests from students unless making a decision to not connect with students at all to avoid the appearance of favoritism.

Faculty and staff who participate social media for the benefit or representation of the College should follow these guiding principles:

- Stick to your area of expertise and that of the department or organization which you are representing.
- Post meaningful, respectful comments—in other words, no spam and no remarks that are off-topic or offensive.
- Always pause and think before posting. That said, reply to comments in a timely manner, when a response is appropriate.
- Respect proprietary information and content, and confidentiality.
- When disagreeing with others' opinions, keep it appropriate and polite.

All communication on social networking site (i.e., wall posts, etc.) should be kept in accordance with the Automated Systems Use Agreement prepared by the TJC Information Technology Department.

Official course communication (feedback on an assignment, for example) should never be posted in a public area of a social network. Private educational or health records should never be communicated through a social network. Common sense should be used regarding profiles, posts, photos, and other information accessible through social networks.

Individual departments and groups seeking to advertise on social networks must contact the Office of Marketing, Media and Communications and arrange such advertising through this office.

Blogging

A good resource about transparency in online communities is the Blog Council's "Disclosure Best Practices Toolkit" at <http://blogcouncil.org/disclosure/>. Portions of the document are reprinted here with permission.

Disclosure Best Practices Checklist 1: Disclosure of Identity

Focus: Best practices for how employees and agencies acting as official corporate representatives disclose their identity to bloggers and on blogs.

When communicating with blogs or bloggers on behalf of my company or on topics related to the business of my company, I will:

1. Disclose who I am, who I work for, and any other relevant affiliations from the very first encounter.
2. Disclose any business/client relationship if I am communicating on behalf of a third party.
3. Provide a means of communicating with me.
4. Comply with all laws and regulations regarding disclosure of identity.
5. We will inform employees, agencies, and advocates that we have a formal relationship of these disclosure policies and take action quickly to correct problems where possible.
6. Pseudonyms:
(Option A) Never use a false or obscured identity or pseudonym.
(Option B) If aliases or role accounts are used for employee privacy, security, or other business reasons, these identities will clearly indicate the organization I represent and provide means for two-way communications with that alias.
7. "We Didn't Know"
Clearly disclose our involvement on all blogs produced by the company or our agencies.

Disclosure Best Practices Checklist 2: Personal/Unofficial Blogging and Outreach

Focus: Best practices for employees and employers related to personal blogs and personal social media participation that talk about company-related issues. These are intended to supplement existing employee policies.

For personal blogs or social media interactions:

1. If employees write anything related to the business of their employer on personal pages, posts, and comments, they will clearly identify their business affiliation.
2. The manner of disclosure can be flexible as long as it is clear to the average reader, directly connected to the relevant post, or provides a means of communicating further (Example disclosure methods could include: usernames that include the company name, link to bio or about me page, or statement in the post itself “I work for __<company>__ and this is my personal opinion.”)
3. Employees will specifically clarify which posts/comments are their own opinions vs. official corporate statements.
4. Writing which does not mention work-related topics does not need to mention the employment relationship.
5. If employees blog anonymously they should not discuss matters related to the business of their employer. If employer-related topics are mentioned, they should disclose their affiliation with the company.

Disclosure Best Practices Checklist 3: Blogger Relations

Focus: Best practices for how businesses interact with external blogs and bloggers

When communicating with blogs or bloggers on behalf of my company, I will:

1. Disclose who I am, who I work for and any other relevant affiliations from the very first encounter.
2. Proactively ask bloggers to be transparent about their relationship and communications with me.

3. Always be truthful.
4. Never ask someone else to deceive bloggers for me.
5. Never ask bloggers to write a fake endorsement or something they do not believe.
6. Never use off-topic comment for self-promotional intent.
7. Never take action contrary to the specific boundaries, terms and conditions, and community guidelines set by each blog.
8. Not use services or technologies for mass-posting comments.
9. Use extreme care when communicating with minors or blogs intended to be read by minors.
10. Comply with all laws and regulations regarding disclosure of identity.
11. Make it clear to our employees and agencies that these rules apply to them.

Disclosure Best Practices Checklist 4: Compensation and Incentives

Focus: Best practices when providing incentives to bloggers.

When providing bloggers with any form of compensation such as rewards, incentives, promotional items, gifts, samples, or review items, I will be completely transparent by:

1. Setting formal policies on using incentives with bloggers for our staff and agencies.
 - a. Review products can be returned at their own discretion.
 - b. Review products must be returned or paid for at fair market value.
 - c. Items of nominal value (low cost product samples or consumables) may be kept.
 - d. Review products should be returned, paid for, or retained by the blogger based on standards for the specific industry. (Examples: restaurant reviewers pay for the meal, tech reviewers return the product, hotels provide complimentary stays.)
2. Communicating these policies clearly to the blogger in advance, and asking that they do the same in any post that may result.
3. Encouraging bloggers to disclose the source of any compensation directly in any post they write about us.

4. If you choose to use paid posts or reviews, you must insure that it is clearly disclosed in the specific post that it is an advertisement.
5. Not manipulating advertising, link-trading, or affiliate programs to impact blogger income or traffic.
6. Understanding that if I send bloggers products for review, they are not obligated to comment on them at all, and they are free to write a positive, negative, or neutral comment.

Disclosure Best Practices Checklist 5: Agency and Contractor Disclosure

Focus: Best practices for vendors, agencies, and subcontractors that act on behalf of a company.

When using external agencies or personnel to communicate on our behalf, I will:

1. Require my agency to disclose its relationship with my company when it conducts blogger relations.
2. Require my agency to be truthful and never knowingly deceive bloggers.
3. Publicly acknowledge when my agency and/or related parties act contrary to these policies, and quickly take corrective action where possible.
4. Require agencies and agency personnel to meet or exceed our internal disclosure requirements.
5. Require agencies to enforce these requirements on their subcontractors.
6. Always discuss and secure formal agreement on these practices before entering into a business relationship with an agency involved in social media.

There are a number of free and reputable blog host sites available. Here are a few popular sites:

www.Thoughts.com (simple, easy, low-tech)

www.Wordpress.com (lots of choices, professional, popular)

www.Blogger.com (easy to use, popular)

www.LiveJournal.com (a private journal, a blog, a discussion forum or a social network)

Conclusion

These guidelines were created in order to ensure the most effective use of social media engagement. The Office of Marketing, Media and Communications will continue to monitor and research social networking trends and make recommendations to join new networks, discontinue association with old networks and/or modify these guidelines as deemed necessary.

If you have questions or suggestions related to these guidelines or TJC's presence on social media sites, please contact the Office of Marketing, Media and Communications.