

SOP

standard operating
procedures

How to use social
media at Galveston
College in 2018-19



PURPOSE:

A good social media account should contain relevant content but be respectful to all end users. **What is the idea behind a post?**

- Social interaction
- Drive website traffic
- Build brand awareness
- Increase engagement
- Improve customer service
- Drive leads and admissions
- Increase Registration
- Announce Campus events
 - Virtual Tour
 - Student Life / Organizations
 - Alumni
 - Athletics
- News about emergencies, departments and faculty

Galveston College

Is a Destination Campus



The background of the slide is a photograph of a modern building with a large, arched glass entrance and a series of columns. In the foreground, there is a field of pink and white flowers. The right side of the slide has a dark overlay where the text is located.

Guidelines

These social media guidelines are intended to help Galveston College ambassadors, departments, and faculty and staff in making appropriate decisions when managing and/or developing social media initiatives on behalf of the college. Additionally, the guidelines are designed to advise GC's employees who indicate an institutional affiliation on their personal social media profiles on how to balance their affiliation with personal conversation.

10 Best Practices ABOUT SOCIAL MEDIA

- Think twice before posting.
- Remember purpose and audience.
- Be careful who you link to and reference in your posts.
- Treat your writing on social media with journalistic integrity. Fact check. Spell check. Grammar check. Edit. Rewrite.
- Follow the strict branding guidelines
- Avoid puns, gossip, insults resulting in cheap ploys in an effort to bump your audience numbers or engagement
- Don't promote the results of rankings, regardless of how good they might be. GC does not endorse rankings publications nor their widely varying measurement criteria.
- Avoid using too many characters with excessive emojis, formality or unnecessary details that aren't relevant to the post.
- Write knowing that any post could reach the entire world.
- Be mindful if you see someone commenting with trigger words that would need to be reported to the campus police or security.



- Avoid showing students doing unlawful things or violating the GC code of conduct.
- Avoid showing students on campus riding bike and skate boards without helmets.
- Be cautious some students, faculty and staff may or may not be used in post unless they have a signed consent form.
- Evaluate campus photos for potential inclusion, but keep in mind there are restrictions.
- Do not post images that have not been taken by or image rights purchased by GC as approved images.



More IMPORTANT Practices about Social Media

- Try to always include the relative hashtags associated with the event that's being promoted.
- Create a plan to meet the strategy plan of GC to help increase engagement with relative post to the plan and include a call to action on GC.edu



VIDEO

Try to find a video to incorporate to the post.

Video engagements is one of our top goals the meet in 2018-19

IMPORTANT WAYS TO USE HASHTAGS

Sample hashtags:

Event Name: #WhitecapsWednesdays

Event name (acronym): #ThanxFulTues

Topic: #Security

Place or Affiliation: #GCEDU

Campaign: #GCmakeitreal

Using hashtags at events:

- ✓ Encourage participants and attendees to use the hashtag in their tweets and build early momentum before the event starts.
- ✓ Promote the hashtag by asking your introductory speaker to plug it; include it in presentation materials, participant packets, and signage.
- ✓ Use the hashtag consistently in your tweets.
- ✓ Retweet relevant tweets from credible handles that include your hashtag.





Current Social Media Accounts

SNAPCHAT
TWITTER
FACEBOOK
INSTAGRAM
LINKEDIN
YOUTUBE
GOOGLE+
PINTEREST

Questions?

If you have any questions about
social media please contact the
Public Affairs Department at
socialmedia@gc.edu or
409-944-1313

Learn more at gc.edu/PR

#Gowhitecaps

#GCEDU

#GCmakeitreality