

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









10 Best PracticesABOUT SOCIAL MEDIA

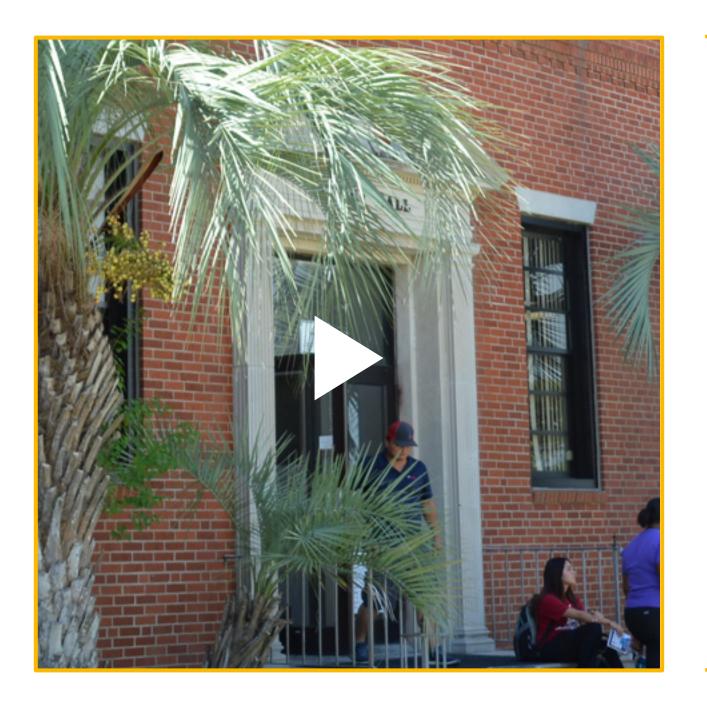
- Think twice before posting.
- Remember purpose and audience.
- Be careful who you link to and reference in your posts.
- Treat your writing on social media with journalistic integrity. Fact check. Spell check. Grammar check. Edit. Rewrite.
- Follow the strict branding guidelines
- Avoid puns, gossip, 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.



- 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

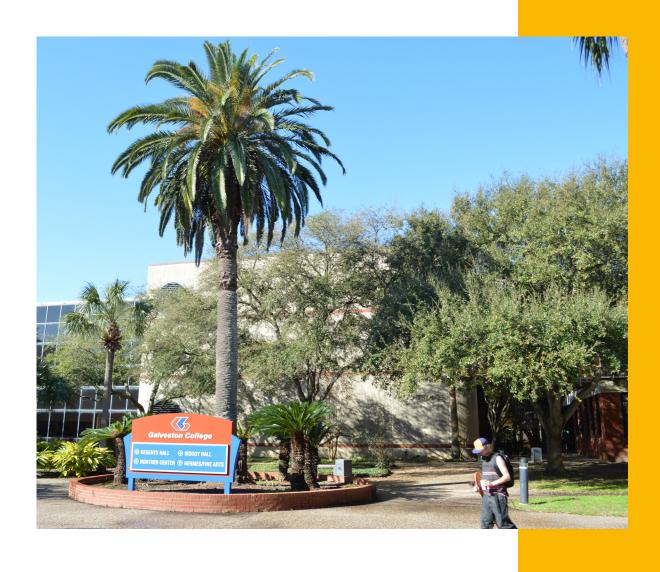
Place or Affiliation: #GCEDU

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



Learn more at gc.edu/PR

#Gowhitecaps
#GCEDU
#GCmakeitreal