



Galveston  
College

# 2021 SOCIAL MEDIA STANDARD OPERATING PROCEDURES

# INTRODUCTION

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Within the last few years, the growing popularity of social media has fundamentally changed the way we communicate as individuals and as an institution. Galveston College recognizes and embraces the power of social media, and the opportunity those tools provide to communicate with the Galveston College community, including students, faculty, staff, parents, alumni, and other interested parties.

The use of social media in relation to Galveston College is governed by the same laws, policies, rules of conduct, and etiquette that apply to all other activities at Galveston College. Even activities of a private nature conducted away from the College can subject you to disciplinary action if they reflect poorly on the College or interfere with the conduct of social media best practices.



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# GUIDELINES

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These social media guidelines are intended to help Galveston College ambassadors, departments, 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.



# POST WITH PURPOSE

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A good social media account keeps viewers engaged with timely, relevant content. Consider your audience, what you hope to achieve, and remember to always maintain civility and respect.

## What is the purpose of your 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 and organizations
- Alumni
- Athletics
- News about emergencies, departments, and faculty



# 10 BEST PRACTICES When Using Social Media

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- 1 Think twice before posting.
- 2 Remember purpose and audience.
- 3 Be careful who you link to and reference in your posts.
- 4 Treat your writing on social media with journalistic integrity. Fact check. Spell check. Grammar check. Edit. Rewrite.
- 5 Follow GC's branding [guidelines](#).
- 6 Avoid puns, gossip, insults resulting in cheap ploys in an effort to bump your audience numbers or engagement.
- 7 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.
- 8 Avoid using too many characters with excessive emojis, formality, or unnecessary details that aren't relevant to the post.
- 9 Write knowing that any post could reach the entire world.
- 10 Be mindful if you see someone commenting with trigger words that would need to be reported to the campus police or security.





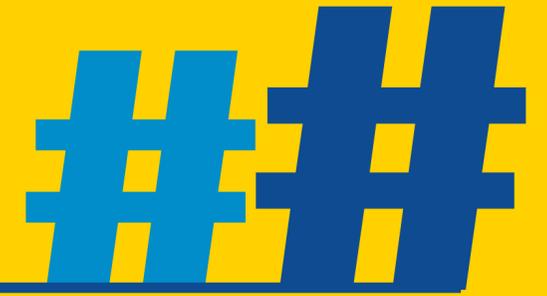
## **MORE IMPORTANT PRACTICES** to Remember

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- 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.



## 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.



# GALVESTON COLLEGE IS A DESTINATION CAMPUS

Galveston College is uniquely positioned in a historic island community and popular vacation destination. We encourage posting images and information which highlight the natural beauty, history, people, events, and coastal lifestyles enjoyed here on the island.

## VIDEO INCREASES ENGAGEMENT

Research has proven video posts to be far more engaging than those containing text or still images alone. Videos command attention and elicit an emotional response to like, comment, and share. We urge users to find or create an appropriate video to incorporate into your posts.



# CURRENT SOCIAL MEDIA ACCOUNTS



Galveston  
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**GC.EDU**

## HASHTAGS

**#GCWhitecaps**

**#GCCatchTheWave**

**#GCEDU**

**#GCRealSuccess**

**#GCMakeltReal**

**#GCStrong**

## 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/PUBLICAFFAIRS](https://www.gc.edu/publicaffairs)