

# BRISTOL Social Media Guide

## COMMUNITY COLLEGE

### ***Introduction***

Bristol Community College (Bristol) understands that the continuing advancements and growing innovations that surround the digital world of social media technologies can enhance and effectively engage audiences and bring forth a sense of shared community. With these advancements, comes a greater sense of responsibility for all users of digital technology to be mindful of the best practices set forth below.

These best practices will address the general use of social media at Bristol, including all websites, blogs and social media networking platforms operated by Bristol Community College, its employees and students that contribute to social media on behalf of the college or while performing their work duties. For the college's Official and College-Sponsored Social Media Policy, [please click here](#).

The purpose of sharing these best practices is to ensure consistent social media management practices and to maintain the standards of quality and relevance to the college's mission and our position as a community institution.

With the rapidly evolving landscape of these digital technologies, this document will be reviewed and updated as necessary. For questions, please contact Marketing & Communications at [communications@bristolcc.edu](mailto:communications@bristolcc.edu).

### ***FYI: Official Bristol Community College Accounts***

Bristol's Marketing & Communications department is responsible for maintaining, managing and posting to the official Bristol social media accounts listed below.

**Website** – [www.BristolCC.edu](http://www.BristolCC.edu)

*Audience:* Prospective and current students, employees, community, businesses, parents,

**Facebook** – [www.Facebook.com/BristolCommunityCollege](http://www.Facebook.com/BristolCommunityCollege)

*Audience:* Prospective and current students, community, parents, non-traditional students, employees

**Instagram** – [www.Instagram.com/BristolCC](http://www.Instagram.com/BristolCC)

*Audience:* Current students, skews younger (18-44 years old, with highest concentration in the 25-34 range)

**Twitter** – [www.Twitter.com/BristolCC](http://www.Twitter.com/BristolCC)

*Audience:* Prospective and current students, community, parents, non-traditional students

**LinkedIn** – [www.linkedin.com/school/Bristol-Community-College/](http://www.linkedin.com/school/Bristol-Community-College/)

*Audience:* Bristol employees, Bristol alumni, business/corporate community (specifically those in operations, healthcare, education, sales, business and IT)

**YouTube** – [www.YouTube.com/BristolCCTV](http://www.YouTube.com/BristolCCTV)

*Audience:* Prospective students, current students, Bristol employees, community

Popular hashtags: #BristolEXP #BristolCommunityCollege #WithinReach #BristolBayhawks

Each social media channel has its own set of goals, purpose and audience. Bristol's Marketing & Communications department utilizes the overarching goals of the college set forth by the Strategic Plan, the President and the President's Leadership Team, as well as the mission and the vision of the college to set expectations for types of content to include in the social media strategy.

### **Official Account Content Requests**

Requests may be made by Bristol employees to include information on an official account by completing the [Marketing Request Form](#). Requests will be screened for strategy alignment, suitability and timeliness.

## ***General Use Guidelines***

### **Review related provisions**

Be sure to review policies or provisions that may overlap with social media use on behalf of the college. These include:

[Social Media Policy](#)

[Employee Handbook](#)

[Collective Bargaining Agreements](#)

FERPA

[Copyright Policy](#)

[Fair Use Doctrine](#)

[Student Policies and Procedures](#)

### **Understand the Rules**

When using social media networking sites, be mindful of the terms of service, relevant policies and standards set forth by the sites you use. Pay attention to updates and changes made to the site and its privacy settings.

### **Know your Responsibilities**

It's best to remain cognizant of your personal responsibility when posting to any digital asset including social media, blogs, etc. Any content published by you is your responsibility. A digital footprint may remain indefinitely and may be shared.

If you post on behalf of a department, work with your supervisor to fully understand your role and expectations on that platform – see [Official and College-Sponsored Social Media Policy](#) for more information. Be accurate and thoughtful on the information you share on the accounts. Mistakes happen. If you make one, correct it either by editing the original post or by deleting and re-posting the correct information.

Discuss ahead of time the levels of response needed when complaints or concerns are fed through social media. You may need approval from your supervisor to respond, depending on the situation. Questions or comments should be responded to as quickly as possible. Consider setting up an automatic message response on Facebook to help accommodate any inquiries sent to your inbox.

Please help us keep our social media civil and safe. Remember, if you see something, say something. If you observe any threatening or criminal activity on our social media channels, please submit the information via Bristol Campus Police's Anonymous Tip Line found at [BristolCC.edu/TipLine](#). If you encounter a student that is experiencing challenges, consider making a referral to the CARE Team. More information on referrals can be found at [BristolCC.edu/CareTeam](#).

### **Be Respectful**

Content posted to social media sites can often ignite discussion and conversations with viewpoints different than your own. If you remain both professional and respectful in demeanor, your actions can result in a healthy, productive debate on opposing ideas.

Be mindful of reactive responding. Take the time to consider how your response will reflect on yourself and/or Bristol Community College.

### **Consider your audience.**

The audience for social media is vast and includes many stakeholders like current and prospective students, current employers and colleagues, donors, alumni, retirees, community members and peers. Consider this before posting to be sure your message will not alienate, harm or provoke any of these groups.

When in doubt, reach out to your supervisor or Marketing & Communications to clarify or for guidance.

### **Protect the Bristol Community College brand**

Posts on social media sites should protect the college's institutional voice by applying the same etiquette used professionally. If you see a post that you think requires or would benefit from an official Bristol response, please contact Marketing & Communications by taking a screenshot of the post in question and emailing [communications@bristolcc.edu](mailto:communications@bristolcc.edu).

## ***Getting Started on Social Media for Bristol Community College***

Before you even begin, consider reviewing the [“Questions to Ask Before Getting Started.”](#)

### ***Administering Accounts***

When creating a new social media account on behalf of a Bristol-related department, club or organization, complete the following steps:

1. **Speak with your academic area’s Vice President as well as Marketing & Communications.** Without approval from the Vice President of the department’s academic area, a page cannot be set up. Refer to the Official and College-Sponsored Social Media Policy for more information.
2. **Assign administrative responsibility as outlined below.**
  - a. A Bristol employee must be the official administrator for any college-sponsored social media account.
  - b. In the case of Facebook, where it is possible to have multiple administrators, more than one person within the department should be an administrator, using their individual Facebook accounts.

***A note about creating a Facebook page:*** *In order to adhere to Facebook’s Terms of Service, it must be connected to someone’s current personal Facebook account. For example, if a director is setting up a department account, they would be expected to use their Facebook ACCOUNT to create a “Department” Facebook PAGE. They could not create a Facebook ACCOUNT using first name “Bristol” last name “Department” to create this page as this would be a violation of Facebook’s Terms of Service and may be subject to removal by Facebook. After the Facebook PAGE was created, they could add additional staff to administer the page.*

- c. In the case of Twitter, using Teams on Tweetdeck can provide more than one person with access to the same account. These individuals will be able to use Twitter as the college-sponsored account without knowing the password. Please note, only one person should be the “owner,” with any additional individuals being listed as “administrators” or “contributors.” Please [view Twitter’s Help Center page](#) about using the Teams feature.
- d. For other social platforms (YouTube, Instagram) where only one login can access an account, an individual’s BristolCC.edu email address should be used.
- e. On Facebook and Twitter, Marketing & Communications should be added as a page administrator. Please note that day-to-day maintenance responsibilities

belong to the affiliated department or group. Having administrative access is a precautionary measure to ensure that Bristol is never locked out of an account. It also permits Marketing & Communications to quickly react and assist should there be a problem.

- i. To add Marketing & Communications as an Administrator on Facebook, click “Settings” >> “Page Roles”. Once you’ve reached the “Assign a New Page Role” section, use the drop-down menu to switch to “Admin.” Enter the email address for the Vice President of Marketing & Communications (Joyce Faria Brennan).
  - ii. To add Marketing & Communications as an Administrator on Twitter, log in to Tweetdeck using the college-sponsored account, click “Accounts” in the navigation bar. Select the account you’d like to share access to and click “Manage team.” Type @BristolCC in the “Add a team member” field. Click authorize.
3. **Complete a [social media submission form](#), acknowledging that page administrators understand and agree to these best practices.** Once the Social Media Submission form has been submitted, a representative from Marketing & Communications will work with designated administrators to ensure that they have the necessary brand elements, including a profile picture, to set up the page or bring the current page up to compliance.

All Bristol social media accounts, approved by Marketing & Communications, will be listed on Bristol’s social media directory page on the website [LINK].

4. **Keep your account up to date.** Authorized individuals are responsible for keeping the accounts updated in accordance with the social media policy. If new content has not been posted in three or more months, Marketing & Communications may reach out to administrators to discuss the future strategy for the profile.
5. **NEVER share passwords.**

## Expectations

Discuss expectations for content priorities and frequency of posting with your department and the administrators of the social platform. Create a plan that allows for continuous access to the college-sponsored social media account in the event of the administrator’s absence.

## Monitoring

Put a plan in place for responding to messages, comments and replies. It is recommended that admins check their pages daily and respond as needed in a timely manner. Comments and messages on these social media pages should be reviewed at least once a day.

## **Housekeeping**

As general housekeeping rules, there are a few things that should take place immediately after setting up your social pages.

Social media brings out the opinions, comments and sometimes criticism of many individuals. It is important to have guidelines posted on the social media pages you manage to ensure that those who follow your page remain courteous and civil. Below is an example.

"This Facebook page is a public social networking site of Bristol Community College. However, content posted by those who follow the page is owned by those individuals and may not reflect the views of the college. We welcome an open conversation with healthy debate, opinions and freedom to comment publicly on our page. However, any posts that are considered offensive, defamatory, discriminatory, derogatory, or threatening in nature will be removed at Bristol's discretion."

[Get more tips about posting and engagement.](#)

## ***Top Takeaways***

Here's some general guidance for effective social media usage and reflects general business etiquette.

- 1) **Be professional.** You're representing Bristol Community College, in addition to yourself. Be professional in tone and manner, and do not post anything you would not say in a professional face-to-face conversation.
- 2) **Think before you post.** Everything that starts on social media stays on social media. Even if you make an account "private," systems and search engines can save content and recirculate well after it has been shared.
- 3) **Be kind and respectful.** The golden rule applies here. Treat others the way you want to be treated, and do not use slurs, discriminatory language, personal insults or defamation to harm others in the social space.
- 4) **Maintain accuracy in all you do.** As a college representative, you want to do your best to maintain accuracy both in information and in grammar. Fact check and proofread!
- 5) **Respect confidentiality, copyright and privacy laws.** As a college representative, you will want to be sure that you are familiar with college policies as well as federal, state and local laws.
- 6) **Stay current with the trends.** To keep up with the trends, do a brief search for any recent changes made to social media platforms and digital resources.

- 7) **Have fun!** When you are being creative and having fun, your enthusiasm and consistency will translate to your audience.

## ***Contact Us***

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## ***Resources***

To create this comprehensive list of social media guidelines, Bristol's Marketing & Communications department utilized several resources, including those made available through the Bristol SSEM Social Media Handbook, Bunker Hill Community College, Mount Wachusett Community College, Central Oregon Community College, Howard Community College and Quinsigamond Community College.