Social Media Marketing Guidelines:

Executive Summary

The purpose of these guidelines is to ensure a consistent, ethical and targeted approach to social media marketing for the college.

Laws, Regulations and Policies That Govern What You Can Post Online
Adhere to all applicable institutional and legal privacy, confidentiality and property policies and laws. Follow the Madison College Copyright Manual for copyright and fair use. Use Madison College intellectual properties only with permission.

Guidelines for College-Sponsored and -Moderated Social Media Sites
Official social networking sites will be managed by Marketing. Department-moderated sites will need to be registered to be recognized as college-sponsored and to be included in the college’s social media directory at madisoncollege.org/connect.

Department-moderated sites, including sites for clubs or organizations, requirements:

- The account must be set up with a generic email address and user ID. Accounts cannot be set up through a personal account and the account must be separate from any personal account.
- The handle should start with “Madison College” (ex: Madison College MarketPlace).
- Link to the relevant area of the college website (and use a reciprocating link to social media site from college website using provided image in Drupal Image Library).
- Link to the Online Community House Rules at madisoncollege.org/house-rules.
- Include a description of the department’s relationship to the college, purpose of the social media presence and intended audience.
- Include socialmediamanager@madisoncollege.org as a backup Site Administrator.

Online Community House Rules
These rules should be included in text form or as a link in every college-sponsored social media and online community profile. Be respectful. Be honest. Respect copyright and fair use. Derogatory comments and sexually explicit materials are not permitted. Follow the social media platform’s Terms of Use Agreement. By submitting content users acknowledge it is public and may be used for promotional purposes. Madison College has the right to remove any content for any reason. Comments posted do not represent the opinions of Madison College.

Responding to Social Media Comments
Refer to the Online Response Matrix to determine when to respond to a comment/question. When a response is appropriate, contact the Content Expert and post a response within one business day.

Removal of Comments
Content may be removed at any time without prior notice for any reason deemed to be in the college’s best interest. Site administrators are responsible for monitoring and removing comments. When removing a comment, contact the author and tell them their comment is being removed due to a violation of House Rules.
Social Media Marketing Guidelines

Introduction and Purpose
Madison College welcomes the responsible use of social media technologies to connect and build relationships with key audiences of the college. Social media also allows us to share, in a public way, the many qualities and strengths of our college. Madison College uses social media to advance our reputation and build relationships with target audiences, including current and prospective students, donors, alumni and the community. We do this through the use of social networking sites (like Facebook and Twitter), content sharing sites (like YouTube, iTunesU and Flickr), and the college’s web presence at madisoncollege.org.

The college recognizes the open nature of social media which is often used for both personal and professional purposes. Social media can also create a sense of role ambiguity. It may not always be clear when one is speaking on behalf of the college, sharing facts, or personal or professional opinions. These guidelines are designed to help our employees navigate through this ambiguity and clarify certain responsibilities when posting material online. It is important to remember that we are subject to the same laws, professional expectations and guidelines when interacting online as we would in-person with students, parents, alumni, donors and the media.

The purpose of this policy is to ensure a consistent, ethical and targeted approach to social media marketing for the college.

Section 1: Laws, Regulations, and Policies That Govern What You Can Post Online
This section outlines governing regulations that apply to all users of Madison College social media when posting material online.

1. Protect confidential and proprietary information:
Do not post confidential or proprietary information about Madison College students, employees or alumni. Everyone must follow FERPA requirements. Adhere to all applicable institutional and legal privacy, confidentiality and property policies and laws.

2. Respect copyright and fair use:
When posting, be mindful of the copyright and intellectual property rights of others and of the college. Always give proper credit to other people’s work. Refer to the Madison College Copyright Manual for complete guidelines on copyright and fair use.

3. Use Madison College intellectual properties only with permission:
No user may establish social networking sites that use the Madison College logo or other intellectual properties such as photography, video, artwork and publications copyrighted to the college without authorization from the college. It is a violation of social networking site policies and intellectual property rights to represent an institution without authorization.
4. Disseminating official information:

The Marketing and Creative Services Department and Foundation are responsible for posting and publishing online official information on behalf of the college.

5. Permission to publish requirement:

Photos taken in public places, where there is no expectation of privacy, such as a student lounge, sidewalk, public event or the cafeteria, may be posted on social media sites without written permission if the photo is non-offensive and does not reveal private information that a reasonable person would not want to disclose.

Written permission is required for any photos taken in a classroom, or in the hallway where a person’s image would be discernable. Each area is responsible for keeping completed Permission to Publish forms on file. Students featured in a photo or video for educational, promotional or advertisement purposes, must complete the Permission to Publish form.

Section 2: Guidelines for College-Sponsored and -Moderated Social Media Sites

These apply to social media accounts that are set up, maintained and moderated by Marketing, Foundation or any other department-moderated sites.

1. Official social networking sites:

Madison College’s official social networking sites are managed by Marketing. These sites can be used by the campus community to disseminate information to various audiences including prospective students, donors and alumni. To include information on these sites, send a request to socialmediamanager@madisoncollege.org.

As part of the college’s overall marketing strategy, Madison College maintains an official presence on YouTube, iTunesU, Vimeo and Flickr for content sharing; Facebook and Twitter for social networking; and blogs for student experiences. These sites offer content to inform audiences about the mission and activities at the college and will be linked and accessed through our social media sites as well. These sites are maintained by Marketing to reach current and prospective students. They serve as a clearinghouse for content produced and/or endorsed by the college for these audiences. Other departments and offices may contribute content to these official sites when approved by Marketing.

Marketing oversees the official presence on the sites listed and evaluates whether to launch a presence on other sites on an ongoing basis.

2. If you operate a department-moderated social networking site:

Individual departments may choose to establish a department-moderated site when the official sites are not applicable for their needs. Departments are required to contact Marketing at socialmediamanager@madisoncollege.org to register these sites. Registered sites will be listed on the college’s social media directory at madisoncollege.org/connect, which will eventually link directly from the home page.
Department social media presence requirements:

- The account must be set up with a generic email address and user ID (ex: artdepartment@madisoncollege.org). **Accounts cannot be set up through a personal account and the account must be separate from any personal account.** *If you currently have a page set up through a personal account, you have until 1/2/12 to migrate to a generic account. Contact socialmediamanager@madisoncollege.org for guidance.*
- The department name should start with “Madison College” in the profile name (ex: Madison College MarketPlace or Madison College Art Department)
- Link to the relevant area of the college website
- Link to the Online Community House Rules at madisoncollege.org/house-rules
- Include a description of the department’s relationship to the college, purpose of the social media presence and intended audience.

Departments should consider their particular audiences, messages and goals and have a strategy for keeping information on their social media sites up-to-date. The intention and purpose of the department-moderated sites should be specific in order to protect the college’s voice. All department-moderated sites should be cross-linked to the sites managed by Marketing and to content on the college’s website when relevant.

Departments should include links to their social media sites on relevant college web pages using the approved icons provided by Marketing in the Drupal Image Library.

3. If you operate a social networking site for a club or organization:

Official clubs and organizations may create a web presence in consultation with the group’s advisor using social media or other web technologies as applicable, and these sites are subject to the same rules set forth for department-moderated sites. Students should consider their particular audience, message and group goals and have a strategy for keeping information on their social media sites up-to-date. These social media sites should also be registered through socialmediamanager@madisoncollege.org so that we can promote them in other media.

4. Administrative access to college-sponsored social media sites:

Marketing (socialmediamanager@madisoncollege.org) should be included as an administrator on any social networking site that is moderated and maintained as a presence of the college. There are several important reasons for this. We are assured that these networks are managed when staff members leave. This practice also allows us to communicate efficiently during an emergency and it allows us to track usage and quickly remove content that violates this policy. Site administrators are still responsible for their social media networks and the Marketing administrator will serve as a backup. As the backup, Marketing would have access to the network should the primary administrator be unavailable.

5. Instructional use of social media sites:

Faculty can use social media tools freely to support teaching and learning activities. For resources on using social media for instructional use, refer to http://libguides.matcmadison.edu/newmedia.
Section 3: Online Community House Rules
These rules should be included either in text form or as a link (madisoncollege.org/house-rules) in every college-sponsored social media and online community site profile.

Our online communities provide a convenient place where current and prospective students, alumni and the community can easily connect and discuss topics related to Madison College.

We want you to participate and encourage lively discussion, while following a few house rules:

- Be respectful.
- Be honest.
- Respect copyright and fair use.
- Derogatory comments, including racially or sexually motivated, and sexually explicit materials are not permitted.
- Follow the social media platform’s Terms of Use Agreement.

By submitting content to any of Madison College’s social media sites, users understand and acknowledge that this information is available to the public, and that Madison College may use this information for internal and external promotional purposes. Please note that other participants may use posted information beyond the control of Madison College. Users who do not wish to have information they have made available via these sites used, published, copied and/or reprinted, should not post on these social media sites.

Madison College has the right to remove any content for any reason, including but not limited to, content that it deems threatening, profane, obscene, derogatory, a violation of intellectual property rights or privacy laws, off-topic, promotion of organizations or programs not related to the college, or otherwise damaging or illegal. Users are fully responsible for the content they load on any of Madison College’s social media sites.

Comments posted to any social media site do not represent the opinions of Madison College.

Section 4: Responding to Social Media Comments
Use the Online Response Matrix to determine when a response is necessary. When needed, contact the appropriate Content Expert to get the proper answer to the user’s question. Respond promptly to questions or comments, within one business day.

Section 5: Removal of Comments
Content may be removed at any time without prior notice for any reason deemed to be in the college’s best interest. Site administrators and Marketing have the right to remove any content for any reason, including but not limited to, content that it deems threatening, profane, obscene, derogatory, a violation of intellectual property rights or privacy laws, off-topic, promotion of organizations or programs not related to the College, or otherwise damaging or illegal. Site administrators are responsible for monitoring and removing such comments. When removing a comment, administrators should contact the author and let them know their comment is being removed due to a violation of our Online Community House Rules.

Users are fully responsible for the content they load on any of Madison College’s social media sites.
Section 6: Social Media Advertising
Social media advertising can be an effective option to marketing an area of the college. If you are considering social media advertising, please coordinate with Marketing.

Section 7: Resolving Concerns and Conflicts
Social media technology is evolving and no policy or procedure can address all of the particular situations and circumstances that may arise. Users can contact Marketing at socialmediamanager@madisoncollege.org for guidance.

Best Practices

Be responsible for what you write. Assume that anything posted is permanent and retrievable. Use proper grammar and spelling. Always be truthful.

Identify yourself. Always disclose who you are and your affiliation with the College when commenting on a College site. Even if you don’t identify yourself as a Madison College employee, the vast data repository on the web will make you identifiable to outside parties. Never use a false or obscured identity.

Consider your audience. Cater your message to your targeted audience and offer information or advice that will provide value.

Exercise good judgment. Think about what you say and how you say it before you post. When in doubt, don’t post. Content should not promote individual opinions or causes which are not directly related to the College.

Don’t use interns. Social media sites should be managed by someone knowledgeable and customer service oriented, with a vested interest in what’s best for the college.

Writing Tips

- Use a conversational writing style.
- Post information that is timely and relevant.
- Use active voice.
- Keep writing lively and tight. Less is more!
- Grammar and spelling always count.

Setting Up a Facebook Page

1. Go to facebook.com/pages and click on “+ Create Page”
2. Select “Brand, Product or Organization”
3. In the dropdown, select “Nonprofit” unless you are one of the following areas:
   a. Food Services should select “Food & Beverage”
   b. Bookstore should select “Retail”
   c. Athletics should select “Sports/Athletics”
4. Choose your program name according to guidelines (ex. Madison College Art Department)