



Social Media Guide

Delta College Standards & Best Practices

Last revised March 2022

Delta College recognizes that the continuing advancements and growing innovations that surround the digital world of social media technologies can enhance and engage audiences and bring forth a sense of shared community and belonging. With these advancements, comes a greater sense of responsibility for all users of digital technology to be mindful of guidelines and best practices discussed in this guide.

This guide provides a set of standards to those that have administrative roles or responsibilities in developing content for any Delta College social media account. A consistent communication style is important to uphold Delta's identity and ensures information is clearly communicated to audiences of all media. Included in this guide are start-up support, expectations and content guidelines.

When hosting a college-affiliated social media account you are representing Delta College and are expected to adhere to the highest standards of ethical and professional behavior.

Getting started on social media

When considering a new social media account, first identify who your audience is and why you are starting this account. Managing a social media presence requires frequent and consistent attention. If you don't have the time to devote, you may be quickly overwhelmed.

Begin by developing content that can be shared on Delta's official social media account. This will allow you to estimate the time needed for content creation while seeing the interaction and reach you may get on a social media account. After this test run, the Marketing Department will help you determine if a new social media account is the right path for your department/organization.

1. The first step to creating a new social media account is to get approval from your supervisor, director or associate dean **and** from the marketing department. The marketing team will then meet with you to discuss the account you would like to create and the responsibilities that go with maintaining that site.
2. At minimum, two Delta College employees must have administrative rights/password access for any college-sponsored social media account.

- In the case of Facebook, administrators must use their personal Facebook accounts. In order to adhere to Facebook's Terms of Service, the page must be connected to an active, personal Facebook account.
 - 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 account owner, with additional individuals being listed as administrators or contributors.
 - For other social platforms (YouTube, Instagram) where only one login is permitted, the Delta College department email should be used and shared with, at minimum, two Delta College employees.
3. On Facebook and Twitter, a member of the marketing department should be added as a page administrator. Please note the day-to-day maintenance responsibilities belong to the affiliated department or group. Having administrative access is a precautionary measure to ensure that Delta does not get locked out of an account. It also permits the marketing department to quickly react/assist should there be a problem.

Expectations

Authorized individuals are responsible for posting regularly and keeping accounts current. If new content has not been posted in **three or more months**, the marketing department will reach out to administrators to discuss the future strategy, or possible inactivation, of the profile.

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 main administrator's absence.

Social media content

Social media is a 24/7 communication tool. To maintain an active account, you must post updates regularly, and check interactions often and respond in a timely and appropriate manner.

Accuracy

When posting to social media, it is inevitable that your post will be questioned at some point. Fact check before posting. Spelling, grammar and punctuation reflect you, your organization and Delta College. Mistakes happen and are best addressed quickly.

Branding

As with any college-sponsored medium, it is imperative to stay consistent and in alignment with

Delta's predetermined branding guidelines. Posts should reflect and directly relate to the purpose of your department/organization.

- Create posts about Delta College activities and events that your group is participating in or hosting.
- Share posts from Delta's official accounts with a caption customized for your specific audience.
- Share posts from non-Delta accounts directly related to your group and that may be of interest to your specific audience.
- Avoid posting memes, personal/political views or duplicate content of Delta's official accounts.

Confidentiality, privacy and copyright

Never post confidential and proprietary information. When posting, consider Delta College policies and procedures, as well as federal standards, such as ADA compliance, FERPA and HIPAA. For multimedia content such as photography, music and video, please review copyright, confidentiality and privacy resources.

Multimedia

All multimedia usage must adhere to copyright, trademark, privacy and accessibility guidelines and regulations.

- Images from private events require written release signed by subjects who have been photographed.
- Avoid using imagery of minors in online media unless written consent is obtained from a parent or guardian.
- Public events do not require a signed release by subjects. Events that occur outdoors or in a public space on or off campus are typically considered to be public events.
- Obtain permission from speakers, guest lecturers, performers and other campus visitors who are present at any event if you intend to use their images or material online.
- The use of stock photography is discouraged.

For additional assistance regarding any social media content, please contact the marketing department at marketing@delta.edu.

Social media avatar and cover photo guidelines

Avatars/profile photos

All Delta College social media accounts will be provided a social media avatar. The preferred image will be a green secondary logo on a white background. Delta's official accounts will use a white logo on a green background. These avatars/profile images should rarely change. This consistency across

platforms will allow our followers to easily identify any social account and its connection to Delta College.



The avatars provided are optimized for use across each social platform. Avoid resizing or cropping the provided image, as this will alter the resolution and image quality of the avatar.

Cover photos

Your cover photo is an excellent place to share the unique identity of your division, department or group. Cover photos can be changed often to reflect seasonal priorities or events. Prior to uploading your cover photo, ensure it is formatted correctly so it does not appear pixelated, blurry or cut off.

Need help finding a photo? Contact the marketing department for guidance on selecting the best image for your social account.

Official Delta College social media accounts

The marketing department is responsible for maintaining, managing and posting to the official Delta College social media accounts listed below.

Each social media channel has its own set of goals, purpose and audience. Delta College's marketing department utilizes the overarching goals of the college set forth by the strategic plan, as well the mission and the vision of the college to set expectations for types of content to include in the social media strategy.

Facebook – facebook.com/deltacollege

Twitter – twitter.com/DeltaCollege

Instagram – [instagram.com/deltacollege](https://www.instagram.com/deltacollege)

LinkedIn – [linkedin.com/school/delta-college](https://www.linkedin.com/school/delta-college)

YouTube – [youtube.com/c/DeltaCollegeMI](https://www.youtube.com/c/DeltaCollegeMI)

Popular hashtags: #thinkdelta, #pioneerathletics, #wearedelta, #pioneerpride

Requests may be made by to include information on an official account by emailing marketing@delta.edu.