

Dean College Social Media Handbook



Goals of this Handbook

- To help Dean College employees and groups engage with social media in constructive and fun ways while contributing to the overall goals of the College
- To provide guidelines for different users of the same social site to maintain a consistent brand and vision
- To increase access to and use of social media within the Dean College community

Dean College Social Media Overview

Social media refers to any and all online tools and services that allow Internet users to create and publish content with the intention of creating an online community through which people can post and share information, news and events. The social aspect of social media refers to the ability of individuals to find others with similar interests and interact with them on different social platforms.

Because social media is an ever-growing part of our institution, Dean College supports the use of social media by faculty and staff to connect with current students, prospective students and their families, fellow faculty and staff and alumni.

Dean College's social media presence is intended to create a community in which everyone can share thoughts, ideas and experiences through postings, photos, videos and discussions. With the growth of our social media presence has come a growth in awareness of the Dean College brand and an enhancement of our relationship with current and prospective students, families and alumni.

The primary social media outlets that Dean College uses are Facebook, Twitter, Instagram and Snapchat.

Dean College has an official presence on each of the following social media sites:

Facebook: <http://www.facebook.com/DeanDifference>

Twitter: <http://www.twitter.com/DeanCollege>

Instagram: <http://www.instagram.com/DeanCollege>

LinkedIn: <http://www.linkedin.com/edu/school?id=20999>

YouTube: <https://www.youtube.com/channel/UCZrfFUvxMXq8wHdbyqpmDQw>

Snapchat: Dean_College

In addition to these main Dean College accounts, certain departments, clubs and organizations have launched their own official social media presences.

Management of Dean College's Social Media

The Marketing and Communications Department is the primary administrator of the College's main social media sites. However, members of the Social Media Committee and other members of the community may be granted access to the main Dean College accounts to cover Dean College events.

The Dean College Social Media Committee meets monthly to review progress and to brainstorm new strategies. This Committee consists of members of Marketing, faculty, staff from other departments on campus and current students. *Members of the Social Media Committee are granted access to main Dean College accounts.* To learn more about becoming a part of the Social Media Committee, email marketingprojects@dean.edu.

Official Dean College Page Posting Guidelines

In general, the Marketing and Communications Department will post on behalf of the main Dean College social accounts. However, members of the Social Media Committee and other members of the Dean College community may also be granted access to post on these pages if they will be attending Dean College events that require social coverage.

If you are granted access, you will have the ability to post on the Dean College Twitter, Snapchat and Instagram accounts. These platforms are used to cover timely events. If you are attending an event, it would benefit the College for you to take photos and make posts on these three platforms. These posts serve dual purposes: to entice students to attend the event (i.e. "Come on down to Dean After Dark – everyone is having a great time and you should be too!") and to document the activities taking place at the event (i.e. "Boomer just did a cartwheel!").

When posting at an event, it is important to keep an eye on the platform that you are using to be sure that another community member has not posted a similar or the same post/photo that you are planning to post.

If applicable, it is also important to use event hashtags and link users to certain event pages on the Dean College website where they can find more information.

If you are at an event and contributing to the College's social media efforts, you only need to make a few posts. Please do not feel that you need to make ten tweets or post multiple photos on Instagram about a small event when two would be enough.

Social Media Best Practices

I. Knowing Your Audience

Before posting to a social media site, it is constructive to know your audience. Being aware of your audience allows you to target individuals with information that they will find useful and interesting.

Each social media platform at Dean College has its own unique audience:

Platform	Audience
Facebook	Prospective students and their families, alumni, current students
Twitter	Current students and alumni
Instagram	Current students and alumni
Snapchat	Prospective Students/Current Students

II. Think Twice before Posting

It is widely known that once information is out there, it's out there forever. Search engines can locate status updates years after they are created, even if they have since been deleted. Comments, posts and photos can be copied and saved. Thus, it is important to consider whether you should post something online. If you are unsure about something you are considering posting or a response to someone that reached out to you, please consult your supervisor, a member of the Social Media Committee, or call Marketing at x1503. You should also email marketingprojects@dean.edu with any questions at anytime. All postings will be reviewed by the Social Media Coordinator of the school during regular work hours.

As a voice for the college, keep in mind you are responsible for any posts that relate to Dean College, or on the college profiles.

III. Be Transparent and Accurate

Be sure that you have all of your facts straight before posting them on a social media site. However, we are all human, so if you post an incorrect sports score or date, be sure to go back and correct your error. In addition, you should always review posts for grammatical and spelling errors before sending them off into cyberspace.

IV. Be Respectful

“Post about others what you would want posted about you.” It is important to understand that content posted on a social media site may encourage comments and discussion, so be sure not to post any derogatory or offensive comments or posts with confidential information.

V. Respond Promptly

If you are in charge of a social media campaign or platform in general, it is important to quickly respond to questions and comments. If a user posts a comment or question that you

do not have the ability to answer, forward it on to someone who will know the answer, and have them respond to the user directly.

VI. Link to Other College Material

Social media doesn't exist in a vacuum. If you are posting about an event or activity, chances are the main dean.edu website has covered it or the department that is hosting the event. Ideally, most posts on College moderated sites will be brief and direct the visitor to content on the main Dean College website.

VII. Know the Terms of Service of Social Media Platforms

Be sure to fully understand and follow the terms of service of any social media platform. You are personally responsible for compliance with these rules.



What is Facebook?

Facebook is a free online social networking tool that allows you to connect and interact with friends, family and people with shared interests. Anyone over the age of 13 can sign up with a valid email address.

How Do I Get Started?

The first step is to head over to www.facebook.com and create your free profile.

Signing up for a Facebook account is quick and easy. Just provide your name, email address, birthday and password and you are ready to get social! Once you are connected, you will have the option to create a personal profile. You choose how much or how little you would like to share about yourself. You can use Facebook privacy settings to customize how much of your information can be seen and by whom. Once you have established your privacy settings, you can then post and share photos, notes, videos, photos and links to your favorite sites or blogs.

What Next?

Make Friends

Once your account is set up, you can connect with friends, coworkers, family or acquaintances by “friending” them on Facebook.

Share with your Friends

Congratulations, you’ve established a network of friends! Now you can visit your friends’ pages by entering their name in the search bar at the top of your Home page. On your friends’ profiles you will be able to view their status updates, photos and wall posts. Here you can begin interacting with your friends. You can “like,” “comment” or “share” each wall post, status update and photo that your friends post.

You may also interact with your friends through Facebook Messenger. To privately message a friend, you will click the “Message” button that appears near their profile picture. You can view all of your past messages by clicking the messages tab at the very top of the page (near the page’s URL).

Start Interacting

Update your status, add photos or videos and share links by typing in the box that says, “What’s on your mind?” Now you’re on your way to becoming a Facebook pro!

Facebook is constantly changing, so be sure to keep up to date with the changing technology.

Glossary of Facebook Terms

Applications (Apps): These are fun, interactive details on your profile, through which you communicate your personality and interests to your Facebook friends.

Inbox: Much like your email inbox, this is where you can send and receive private messages. Inbox messages can only be seen by the sender and the recipient.

News Feed: This is a sort of ticker feed of activities on Facebook. When you first log in to Facebook you will see the most recent posts made by your friends. You can control which friends and types of posts that you would like to see here.

Pages: These are specialized profiles created by companies, organizations, musicians, politicians, etc. Facebook users can “like” pages to receive updates.

Status: How are you feeling? What are you doing? Let your friends in on your activities and whereabouts by updating your Facebook status.

Timeline: This is the bane of your Facebook profile, where you will find your past status updates, posts that your friends made on your wall and anything you are tagged in. You can control what shows up on your timeline through the Facebook privacy settings.



What is Twitter?

Twitter is a free social networking service which allows you to send “tweets” to the rest of the Twitter world. Tweets are posts that are limited to 140 characters and can be about any subject that you want to discuss. Anyone with a valid email address can sign up for a Twitter account.

How Do I Get Started?

1. Visit www.twitter.com and set up your free account by filling out your full name, email and creating your password on the main page.
2. You will then be directed to choose a user name. This can be your own name (@MikeJones) or a made up name (@IceQueen).
3. Click the “Create my account” button.

What Next?

Start tweeting and following! On your home page you will notice the message, “Compose new tweet...” Here you can write your up to 140 character message. Press enter once you have finished your message. Tweet often, but only if you have something of value to say, and be sure to use “Twitter handles” if you are tweeting as part of an event (i.e. #DeanFamilyDay”).

Now that you know how to tweet, you should know how to follow someone. Generally the best way to get followers is to add people based on your interests, as most people will follow you back once you follow them. Once you start following someone, their tweets will show up on your home page on the news feed.

If you enjoy a tweet, you can “favorite” it – this is similar to “liking” a post on Facebook. If you would like to share this tweet, you may “retweet” it and it will populate on your own Twitter page. You also have the option of replying to a tweet, which will show up as a notification for the person that you replied to. This is a way to start a conversation on a topic. Now that you know the basics, you can tweet to your heart’s desire!

Twitter is constantly changing, so be sure to keep up to date with the changing technology.



What is Snapchat?

Snapchat is a free social networking service which allows you to send pictures, videos and messages to the other Snapchat users. It is entirely Snaps are posted, and will either be posted to your story if you choose, or sent directly to anyone you choose. When posted to "Your Story" your snap will be visible to anyone that is your Snap Friend for 24 hours. When sent to someone directly, that person or persons, can only see it once before it is dissapeared. But like everything online, it can be saved with a screenshot.

How Do I Get Started?

1. Download Snapchat on your phone, and set up your free account by filling out your full name, email and creating your password.
2. You will then be directed to choose a user name. This can be your own name (MikeJones) or a made up name (IceQueen).
3. Click the "Create my account" button.

What Next?

Start snapping and following!

Engage with others but sending them snaps of what is fun where you are. Swipe the screen after you take a picture or video, and find different geo-filters. These are specific from location to location. Keep in mind that a lot of people can quickly see your snaps, and view your pictures and video. As a viewer, you will be able to skip through snaps by tapping on the screen.

Along with other's friends stories, you Snapchat also creates stories based off of popular events. Also the discover page has a lot of different largest known brands and news sources (VOX, VICE, ESPN, FOOD Network, BuzzFeed). Make sure you stay up to date, with all the latest trends and new features of Snapchat.

Use the Dean College geo-tag and know that it is a direct reflection of our community.

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