Social Media & Web Publishing Handbook

What is Social Media?

Cleveland State Community College (CSCC) refers to **social media** as any use of web-based or mobile technologies to turn communication into interactive dialogue. Sites like, but not limited to, Facebook, Twitter, YouTube, Foursquare, Flickr, and Blogger all allow posting of original content where other users of the service can leave comments for and/or dialogue with the content owner.

While this handbook focuses on starting new CSCC web presences or profiles on social media services, many of the guidelines also pertain to generally posting/publishing on the web where employees are using a given service as an individual representing CSCC

Where does Cleveland State currently publish content on the web?

In addition to the main web site, Cleveland State currently participates in various social media sites by providing news updates, sharing photos from events, answering questions or otherwise promoting CSCC to our community.

1. Official Cleveland State profiles are considered an extension of the campus. In order to maintain consistency, only official or approved logos, graphics, photos and colors are to be used.
2. The following links are to official Cleveland State sites/accounts:
   - Main website: http://www.clevelandstatecc.edu
   - Blogs: http://blogs.clevelandstatecc.edu (coming 2013)
   - Facebook: http://facebook.com/clevelandstatecc
   - Foursquare: http://4sq.com/cWEeYe
   - Google+: https://plus.google.com/113903624273446512181
   - Twitter: http://twitter.com/clevelandstate
   - Youtube: http://www.youtube.com/clevelandstatecc
3. Other profiles may exist and appear to represent Cleveland State. These have been created without prior approval and are not officially recognized or supported by Cleveland State (eg. providing logos, graphics, or linking from our main website).
4. Approved social media profiles or web presences acquired using the Getting Started guide in this handbook are considered official and will have access to resources to aid in successful social media campaigns.
5. If you have an existing, but unofficial, profile or presence it is recommended that you contact the Marketing and Public Information office for information on becoming an official presence.
6. Approved presences can lose "official" status by not adhering to guidelines or properly maintaining their account(s).

Guidelines/Policies

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Social media usage and web publishing at Cleveland State is governed by the same policies that govern all other electronic communications. Read the policies below before engaging in any social media campaign as a part of your official duties at Cleveland State and if you use social media for personal purposes.

- **Advertising**

  Section 10 of TBR Policy 1:08:00:00:

  Use of TBR information technology resources to promote or advertise activities or entities which are not related to the Institution is prohibited, unless such use is consistent with the mission of the Institution and results in substantial benefit to the Institution. The President or Director of each TBR Institution is authorized to determine whether a given use is consistent with the mission of the Institution and results in substantial benefit to the Institution, consistent with other TBR Policies (in particular, TBR Policy 3:02:02:00). Sale of advertising in web-based versions of Institution-affiliated student publications is specifically permitted.

- **Computer Use & Acceptable Use Policies**
  - TBR Information Technology Resource Policy:
    http://www.tbr.edu/policies/default.aspx?id=4862

- **Terms of Service, Policies, and/or Guidelines** specific to some sites are listed below. You will need to familiarize yourself and comply with the policies for all sites you choose to use.
  - Facebook
    Terms of Service: https://www.facebook.com/terms.php
    Principles: https://www.facebook.com/principles.php
  - Twitter
    Terms of Service: https://twitter.com/tos
    Rules: https://support.twitter.com/articles/18311-the-twitter-rules
  - YouTube
    Terms of Service: http://www.youtube.com/t/terms
    Community Guidelines: http://www.youtube.com/t/community_guidelines
    Copyright Notice: http://www.youtube.com/t/dmca_policy
  - Flickr
    Terms of Service: http://info.yahoo.com/legal/us/yahoo/utos/utos-173.html
    Community Guidelines: http://www.flickr.com/guidelines.gne
  - Blogger
    Terms of Service: http://www.blogger.com/terms.g
    Content Policy: http://www.blogger.com/content.g

Before Getting Started:

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Take a minute to answer these questions to see if Social Media is the right direction for your group.

1. Do you have at least one person that can dedicate time as part of their normal duties to manage the profile, post content and monitor responses?
2. Do you have enough content to post something *at least* once per week?

Getting Started:

We understand the want/need to have your group, class, department, etc. represented online via social media or other web presence. The internet is an exciting medium to broadcast your message and interact with others with similar interests. It can also be a time-consuming, tedious, and fruitless effort. Please use the information below to determine if social media or other web presence is the right direction for your group and to get organized in order to provide the best experience for you and those that visit your profile(s) or site(s). The CSCC Marketing Department is here to guide and help you along the way. The 10 steps below will get you started:

1. **Get Approval**
   All official social media/web efforts must first be approved by your supervisor and the Vice President or President. The marketing department will also review the final proposal and schedule a meeting to discuss further development.
2. **Define Goals**
   Before jumping into social media/web publishing for your department, program or office, spend time determining what you want to accomplish. Understanding this will help you choose the appropriate tool or tools, create relevant content and understand what is the best way to reach your target audience.
3. **Identify a Coordinator**
   Determine who will be the primary person responsible for updating and monitoring your site. Ensure they have the time to check the site at least once a day. This does not need to take up a significant amount of time, but successful sites are updated frequently, enable easy engagement with viewers *and adjust in response to timely events and problems*. You should also assign and train a backup for this person - the internet does not take vacations or get sick.
4. **Develop a Strategy**
   The more work that is done up front, the more likely your site will be a success. Define what you want to accomplish, whom you intend to engage, and the content you intend to share, and begin exploring tools to accomplish this. You will find a worksheet at the end of this handbook you can use to create your strategy.
5. **Listen**
   All social media/web platforms have their own standards, styles and expectations. By becoming a content consumer well before you become a producer, you will learn how the different communities work, what content is of most interest, what other organizations are talking about your topic, etc. Spending a good amount of time on this step will help you better plan what unique contribution your voice can have.

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6. **Choose a Tool**

   After listening, you may find that one or more networks will be best to reach your goals. However, when getting started, it is best to use a single site to engage your audience. Choose the tool that will help you best reach your goal and focus on building a strong presence there.

7. **Select a Name**

   Create a profile name or address that clearly and concisely identifies your program and Cleveland State affiliation. Do not identify yourself simply as "Cleveland State" or "CSCC" as these imply you are speaking for the entire college.

8. **Experiment**

   Build out the profile/site of the tool you selected. A complete profile and consistent images help visitors feel comfortable that the profile they are viewing is genuine. The marketing department can help you with logos, graphics and photos. Next, start posting and sharing with a small group who can provide comments and feedback. Have the site up and running for a few weeks before launch so you are comfortable with maintaining it.

9. **Launch**

   All the preparation has led to this. You are now ready to spread the word about your web presence! Share the link to your site via email (but don't SPAM!), include it in all promotional materials, and notify other users of social network(s) with similar interests.

10. **Adjust**

    Most sites allow you to track what content is most popular and what is being ignored. You can use this information to adjust your strategy to best suit those that are visiting your site.

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Best Practices

Be respectful.
Anything you post as an employee of Cleveland State reflects on the institution. You will need to be professional and respectful in your posts and responses to visitors' comments. It is important to not engage in arguments or extensive debates, but to lead conversation in a positive direction.

Be transparent.
When posting content/responses on sites other than your own, make your role as a CSCC employee clear. Use your own "voice" when posting. Do not ghostwrite posts for supervisors.

Listen.
In order to be a successful producer, you must first be a consumer. Listen to online conversations and stay current with what is important to the community.

Be active.
Web presences require attention, care, and feeding. If you do not have the resources to check in on the sites daily (or several times a day) and to post content weekly (or several times a week), reconsider jumping into a web presence. *Your site is only as interesting as your last post - if that post is a month old, visitors will assume your site has been abandoned.*

Be timely.
One of the greatest benefits of the internet is the ability for near instant sharing of content. Responses to your post are just as instant and the expectation is that responses are being constantly monitored. You should be prepared to move quickly in response to new developments, questions, announcements, or emergencies with relevant information on your site. One or more short updates of accurate information delivered at the time of need can be more valuable than a full report after the issue has passed.

Remember, everything you do online can and will live forever.
Think before you post, think twice, because anything you share on a social networking site, even on a closed network, is not completely private. It can and will be shared, stored, and spread globally. Even if you are able to "delete" the post from your account, it has most-likely already been propagated by other services.

Comment.
As a consumer and producer, offer comments on interesting posts and share other's good work. Sharing news and success of your group is important, but sharing other information that interests your viewers is just as important. When commenting as part of your job, be sure to indicate who you are and your role at Cleveland State. If you see a post that you think requires and official CSCC response, please contact the Director of Marketing and Public Information (423) 478-6208.

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Accept and monitor comments.
A site without comments isn't very interactive. Be prepared to accept and respond to comments. To protect your site, moderate all comments before posting. Understand that not all comments will be positive, and respond to negative comments professionally and by providing any additional information that may help resolve the issue. Post a disclaimer on your site stating you reserve the right to remove inappropriate comments; the Marketing & Public Information office can provide this for you. Remove those comments containing vulgar language, those that attack any one group or individual and those that are obviously spam.

Separate personal from professional.
Balancing your professional and personal web presences can be tricky, particularly if you are an avid user in both arenas. Content that is appropriate and of interest to your personal friends is most likely not appropriate or of interest to your department's "friends." Keep these two presences as separate as possible by keeping content about your non-work life on your personal page.

Be a valued community member.
Don't just talk about your program or department – share the best information you find from trusted sources outside of Cleveland State. This will increase the value of your site and also will ensure you are a valued member of the community and are not just tooting your own horn.

Don't cyberslack.
Endless amounts of time can be spent, and wasted, on social media/web sites. Limit the amount of time you spend attending to your department's web presence to what is needed to post content, evaluate traffic data, review related sites, and monitor comments. Limit your personal use of these sites while at work as directed by your department's guidelines.

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Social Media Strategy Worksheet

1. **Team:** Identify the person or persons who will have primary responsibility for populating, maintaining and monitoring your site. Ensure they have the time and enthusiasm to devote to this project. <u>List the team members.</u>

2. **Primary Goals:** Are you trying to communicate a campaign, generally promote your department, communicate with alumni? <u>Define your goal for your social media presence.</u>

3. **Measuring Success:** Determine how you will measure the success, or lack of success, of your site. Increased traffic to your web site? Better communication with prospective students? A new network of colleagues? <u>List how you plan to measure the site's success, and the tools you'll use to track that success.</u>

4. **Audiences:** Identifying your audiences will help you tailor your content and also choose the right tool. <u>List your primary audiences.</u>

5. **Current Conversation:** This is when the listening begins. Survey the social media landscape for the "thought leaders" in your field. What are people already saying? What are people saying about you? Who is saying it? <u>List the topics, people and sites that are leading the conversations that are relevant to you.</u>

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6. **Content:** Identify the content you have to share. Is it primarily news updates, research developments, or networking information? Photographs? Video? <u>List the content you will be sharing on the internet.</u>

7. **Name and Design:** <u>Identify a simple and descriptive name for your profile that clearly identifies your affiliation with Cleveland State.</u>

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   The Marketing department has logos and graphics that can be used for social media, please contact the Director of Marketing and Public Information for more information about this.

8. **Evaluation:** Set a timeline for when you will conduct an evaluation of your site's success, using the goals and measures identified above. At that time, be prepared to realign your site's content. Ongoing evaluation should also be part of your strategy. <u>Define your timeline.</u>