



Social Media Marketing Policies and Procedures



GLENDALE COMMUNITY COLLEGE



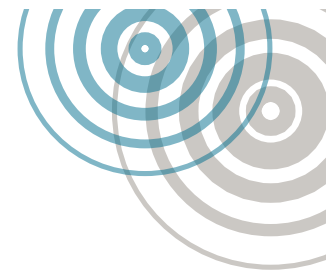
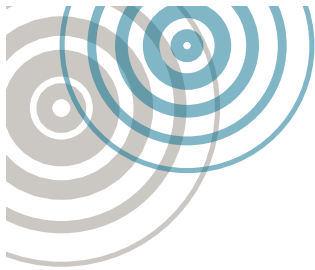


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GCC SOCIAL MEDIA MARKETING POLICIES & PROCEDURES

The Internet and social media (SM) communities allow the college to communicate with people from all over the world who have an interest in Glendale Community College.

The following social media policies and procedures serve as the standard for managing and using social media websites for marketing or communication purposes on behalf of Glendale Community College. This document should work in conjunction with overall college marketing & communications, as well as public safety policies and procedures.

The Nature of Social Media & The Internet

Social media trends change rapidly. Continual and periodic research is the only way to keep online marketing plans on track. Searching other university and college websites, as well as the Internet, will help you benchmark how often to post, what language to use and what types of content to post.

Do I need a social media account for my class, department, committee, club, etc.?

Refer to the **Brand Standards Manual** to determine whether you should establish a social media site and the look and feel of your potential site. If you decide to create a new social media profile, email gccsocial@gccaz.edu for help getting started.

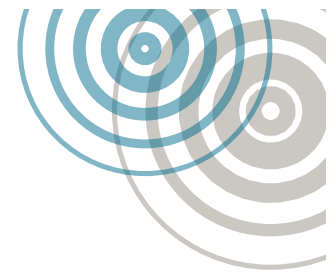
Website Integration

Only approved, actively maintained, social media pages are promoted on the GCC website. To submit your account(s) for approval, send an email to gccsocial@gccaz.edu. Emails should include the link(s) to your profile(s), login information (for crisis communication purposes) and the page owner's name and contact information.

Social media pages are approved for promotion only if they:

- Represent a GCC department, organization, club or other large network
- Speak to a public audience
- Are actively maintained and posted to at least once per week
- Use consistent college branding and voice
- Are not in violation of any SM policies, procedures or publications standards manual
- Abide by federal archiving requirements; FERPA restrictions; and trademark, intellectual property and copyright laws

A separate marketing request form must be completed if you need help creating icons and social media page backgrounds that are consistent with the overall Glendale Community College brand.



AUDIENCE

Social media, because of its public nature, has the power to reach essentially anyone of any audience. The majority of our community consists of:

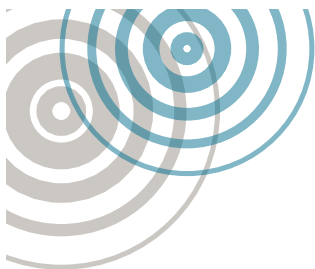
- Current students
- Prospective students (local, national and international)
- Alumni
- Community members
- Business and organization partners
- Employees
- Other Maricopa schools, employees and students
- Public officials
- Members of the media
- Parents

OBJECTIVES

- Improve brand monitoring/management
- Actively increase search engine optimization
- Increase positive brand sentiment and decrease negative brand sentiment
- Recruit students
- Public relations management
- Increase attendance at events
- Build professional and personal relationships
- Increase customer service
- Crisis communication
- Inform of campus changes such as registration protocol, construction, holiday closures
- Share of voice and conversation
- Generate school pride and a "home feel"
- Encourage retention and recommendation

Social Media is not used for:

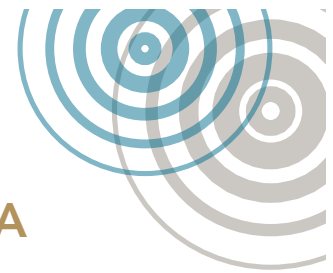
- Disciplinary measures
- Corrective actions
- Grievances from employees
- Employee / student behavioral intervention



SOCIAL MEDIA PLATFORMS

The chart shows where Glendale Community College has an official, active presence on social media. Refer to this to determine *who* the audience is, *what* type of activity takes place, *when* you should post, *where* each page is located, and *why* we have a presence on each site.

| | Who | What | When | Where | Why |
|------------------|---|---|--------------------|--|--|
| Facebook | students, potential students, partners | text, photos, videos, links, comments, likes, fans, shares | 2-3 posts per day | Glendale Community College, GCC Alumni, GCC Performing Arts, GCC Dance, GCC Guitar | events, relationship, spirit, brand management, news, customer service, crisis communication |
| Twitter | students, potential students, media, partners, parents | text, links, retweets, followers | 5-8 posts per day | Glendale Community College | news, events, customer service, crisis communication |
| LinkedIn | employees, potential students, alumni | text, links, followers, comments, likes, connections | 2-3 posts per week | Glendale Community College business page, GCC college page, Career Services group | news, events, spirit, brand management, public relations, relationship |
| YouTube | open | video, comments, likes, favorites, ratings, playlists, channels | open | Glendale Community College | commercials, news, features, celebrations, events, search engine optimization |
| Instagram | students, partners, Maricopa | photos, videos, comments, likes, followers | open | Glendale Community College | events, spirit |
| Flickr | students, community, media, partners, employees, Maricopa | photos, comments, likes, connections | open | Glendale Community College | events, spirit, public relations |



LEGAL IMPLICATIONS OF SOCIAL MEDIA

Before advertising online, it is important to remember that social media and Internet activity in higher education marketing and communication is governed by federal, state and Maricopa District laws, policies and terms of service.

Censorship & Freedom of Speech

DO NOT DELETE OR IGNORE negative comments from students just out of dislike. Publicly address the post with information about how to resolve the issue or file a formal complaint. Direct the person to send any follow up replies to a private email address or direct message.

When responding to negative comments use **stop, drop & roll**.

STOP and sit on it for at least 24 hours. Give yourself a chance to cool down. If the comment requires immediate attention, find an unbiased third-party to help craft a response with you.

DROP the defensive language. It's unprofessional and won't solve the problem.

ROLL with it. Negativity is part of the online atmosphere; sometimes you just need to roll with it.

Source: Morgan Remmer, local business outreach for Yelp, 2013 Social Media Day Phoenix

DELETE & BLOCK AFTER WARNING any comments or posts that use excessive profanity, illegal substances or defamation. First send a message of warning, take a screenshot then delete the conversation after a sufficient amount of time has passed to allow the poster to see the warning. Repeat offenders should be immediately blocked from the page.

DELETE WITHOUT WARNING comments or posts that are spam, advertisements, x-rated, threatening or violent. Take a screenshot of threatening posts and send to Public Safety and Marketing for follow-up. Then delete the post. Capture (screenshot) relevant profile information of the person making the threat. Relevant information includes: name, photo, birthday, affiliation with Glendale Community College, any threatening posts/page likes/photos.

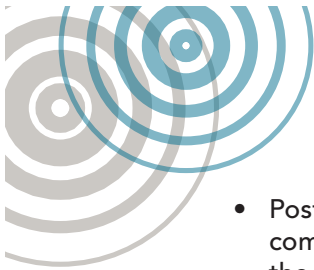
DELETE AND BLOCK comments or posts that are obviously spam "robots," x-rated, advertising illegal substances or weapons.

Privacy & FERPA

Even though Glendale Community College online profiles are public, and many of GCC's connections have public profiles, privacy and FERPA guidelines still apply.

DO NOT:

- Post any student names or tag people without written, documented permission. Public news articles about students, potential students and alumni are exempt. After appearing in the news, voluntarily sharing their affiliation with Glendale Community College, these individuals can be tagged or named.



- Post photos of people who have not signed a model release form. Do not tag community members' photos taken on Glendale Community College campus without the photographer's permission.
- Encourage someone to pass confidential information through the online environment outside of email. This includes real name, student ID number or enrollment information. If their preferred method of contact is direct messages through a social media site, remind them of the security risks involved with sharing confidential information, even in direct messages, and provide alternative communication options.
- Send friend or connection requests to any individual! You may send requests to businesses, reporters, organizations and other VIPs or students you've already asked in person. GCC can "follow back" any student who has connected with Glendale Community College first.

Sending many friend requests in a short amount of time, or having too many friend requests "denied," violates user policy on many sites and will cause your social media account to be temporarily blocked or even deleted!

Archiving & Freedom of Information Act

Federal laws mandate that higher education institutions receiving tax funds must abide by the Freedom of Information Act, which means all marketing activity must be archived and searchable. Glendale Community College uses email alerts and Meltwater Media to archive all online activity.

Only social media profiles owned and operated by Maricopa District employees require archiving. Club pages and other accounts owned and operated by students do not require archiving as these pages are not official GCC marketing outlets.

Copyright & Social Media Terms of Service

DMCA, or Digital Millennium Copyright Act, governs the terms of use on photos, music, videos and other creative content found online. To err on the side of caution, GCC only shares content created in-house on our social media profiles. If content found elsewhere is shared, the page owner is responsible for knowing the DMCA laws.

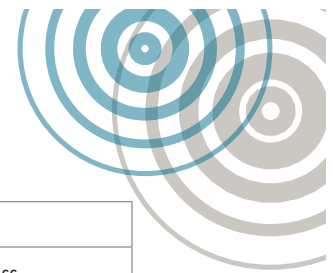
Each website has their own, unique, terms of service agreements. It is the responsibility of the page owner and operator to know the terms of service especially in the areas of: profile icons, running contests, advertisements and legal rights to content posted. Website terms of service agreements (TOS or TOSA) change frequently. TOS changes are typically emailed to the address used when creating the account.

Fair Use in Education - Defined:

The copyrighted material must be used for educational purposes, not for advertising an educational service. The U.S. Copyright Office considers four factors when determining if copyrighted material is considered to be "fair use." See the chart below for specific examples.

1. The purpose and character of the use, including whether such use is of commercial nature or is for nonprofit educational purposes.
2. The nature of the copyrighted work.
3. The amount and substantiality of the portion used in relation to the copyrighted work as a whole.
4. The effect of the use upon the potential market for, or value of, the copyrighted work.

Source: www.copyright.gov/fls/fl102.html



| FAIR USE | COPYRIGHT INFRINGEMENT |
|---|--|
| Printing multiple copies of a photograph to pass around your classroom for analyzing. | Using the photograph on a flier to advertise your class. |
| Playing music or video for your class for comparison. | Posting music or video content, including characters, font or trademarked one-liners to your class' Facebook page to recruit students. |
| Using Google images as inspiration in creating your own graphic. | Doing a Google image search for graphics to attach to pages for events, deadlines or e-newsletters. |

PUBLIC SAFETY

The large, immediate reach of online communication makes it a great tool for public safety and crisis communication. Any and all communication during a crisis or in response to a public safety concern should first follow all Glendale Community College Public Safety and Glendale Police Department protocols. In general, GCC has developed social media policies for death announcements, ongoing investigations, wanted or trespassed persons, missing persons and behavioral intervention aid tactics.

Deaths

The wishes of the immediate family of a deceased student or employee are honored above all else. We cannot always know the desires of family member; most often death announcements and funeral/celebration details are not shared. If a family member requests this information be shared with the GCC online community, the marketing department will draft a message for the family to approve before posting. Questions from the online community pertaining to an individual death are answered by referring to these guidelines or referring to necessary resources such as GCC Counseling Services.

We make an exception for VIP college staff or emeritus such as current and previous presidents, district chancellors and governing board members. *Information about our counseling services should be provided with any death announcement.*

Missing Persons

When requested by GCC Public Safety or Glendale Police, the marketing department will share Glendale Amber Alerts on all social networks as a repost from the local police department or news agency.

Ongoing Investigations

Ongoing police or public safety investigations are not discussed at all. Requests for information are sent to the the Director of Marketing, PR and Communications. If discussions about an investigation become critical, Maricopa District Public and Legal Relations will provide drafted posts to mitigate any rising crisis.



DO NOT try to answer probing questions or attacking posts on your own or out of personal knowledge of the investigation.

Refer to the **Crisis Communication Plan** for a more thorough guide about how to respond to community concern.

BOLOs, Persons of Interest, Wanted Persons, Trespassed Persons

College campus grounds are open to any and all persons at any time. The grounds are not protected by gates or other blockades. At times, Glendale Community College Public Safety or the Glendale Police Department will ask to share information on GCC social media about people to “be on the look out” for (BOLOs), persons of interest, wanted persons or trespassed persons. The marketing department will post the photo and any relevant information provided by Public Safety or police, and then remove after two weeks.*

*Persons of interest are not “wanted” forever. Social media by nature is forever. Two weeks allows sufficient time for the online community to see the post, and for the post to be archived for future reference or records request.

If the post asks for information from the public, all social media postings should include details about where to send anonymous tips via phone, email or other direct communication. Add a note to all posts: “Please do not post any tips in the comments or on [site information is posted on].”

Behavioral Intervention Aid

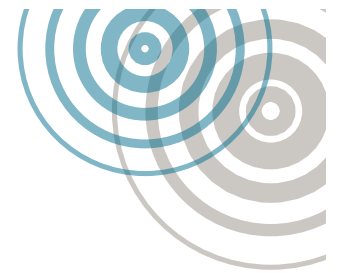
Glendale Community College is home to a Behavioral Intervention Team (BIT) modeled after the Federal Bureau of Investigation. According to the FBI, “many criminals have been known to share photos and videos of their criminal acts” and “such electronic information can help single out suspects and provide evidence of criminal activity” (www.fbi.gov).

The BIT may ask marketing for a social media or online search of individuals currently being evaluated. Document any publicly available, online information that shows a pattern of criminal activity, potentially dangerous activity, or severe mental instability that could lead to the individual harming themselves or others. Documentation includes links and screenshots. Send all pertinent information to the BIT.

Immediately threatening findings should also be sent to Public Safety. *At no time should the GCC social media profiles be used to send friend requests, open communication or continue to “track” the individual.*

Civil Responsibility

The nature of social media and online marketing provides unique access to personal online behavior of many students. The social media coordinator has a civil responsibility to report anything of concern such as bullying, abuse or suicidal thoughts to the proper individuals on campus.



NON-AFFILIATION & DISCLAIMERS

Advertising Outside Events, Organizations, Sales

It is against Maricopa District legal policy to allow paid or unpaid advertisement for outside businesses or provide a call-to-action. Community partnerships, however, are encouraged.

When the business, organization or sale is related to higher education or may be of interest to the majority of our online community, you may allow them to make a post on the Glendale Community College profiles.

When the business or organization is a college partner, it can be advertised. These include surrounding cities, the Chamber of Commerce, the Better Business Bureau and others. These posts should be reshared from the originating poster or news source, not written by MCCCC staff.

When posting approved outside event information, make it clear the event has no official affiliation with Glendale Community College.

Student Businesses and/or GoFundMe Pages

Many Glendale Community College alum have found success in entrepreneurship, performing arts and music production. These students may ask their alma mater to advertise their new business for them, or to advertise their business fundraising pages.

These posts should follow the same guidelines outlined in Advertising Outside Events, Organizations, Sales section. In general, students may post about their business but GCC will not make any official post of endorsement or call-to-action. An alum with a relevant, successful, business may make for a great feature story though!

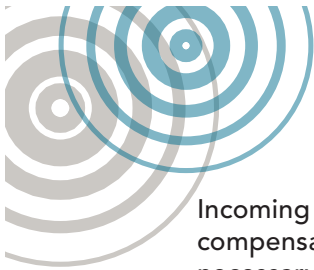
DISCLAIMERS

Maricopa District requires [disclaimers](#) including the official EOAA, veterans, OCR and HLC statements to be provided on all social media profiles. It is the responsibility of the page owner to be aware of any additional requirements for business disclaimers or disclosures on each social media website.

BEST PRACTICES

Times of Use

An online community will learn what you teach them, much as a face-to-face group. If you make a habit of responding to questions at 11 p.m. on a Wednesday night or 2 a.m. on a Saturday morning, your community will begin to expect a 24/7 response time. The Glendale Community College online community is monitored, with few urgent exceptions, only during normal college operating hours.



Incoming alerts are monitored at all times for potential, immediate crisis. Release and compensatory time will follow the policies outlined in the employee handbook when action is necessary outside of normal working hours.

Voice & Tone

Voice: Voice establishes personality and culture at Glendale Community College across the GCC website, social media pages and the Internet in general. The voice does not change; it is not audience-specific.

The GCC voice is smart, aspirational, knowledgeable and engaging.

Tone: While all online content is written in one voice, the tone of that voice fluctuates in order to speak directly to the target audience of the specific network. Tone helps strengthen brand loyalty and sets GCC apart from competitors.

Users of social media are accustomed to short, casual text that can be easily digested, remembered and then scrolled past.

- Tone on Networks With a Student Audience: slightly casual, energetic, warm and friendly, supportive
- Tone on Networks With a Community Audience: professional, approachable, engaged
- Tone on Networks With an Employee Audience: intelligent, optimistic, logical, their best interests at heart

Commenting on Blogs & News Articles

Sharing a blog post or news article that mentions Glendale Community College, rather than commenting on it, makes it easier to manage replies and reaches a larger audience.

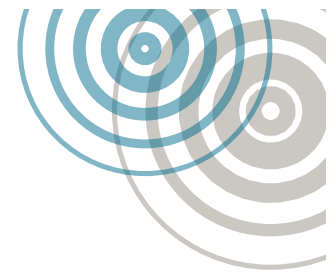
Most blogs or news sites have buttons to automatically share via Facebook, Twitter and other social media sites. Or, the link can be copied and shared manually into a post. Comments directed to GCC are left on the post and GCC will receive notification. Sharing also gives "props" to the source by expanding their search-engine optimization and click-throughs.

Audits

Taking a yearly audit keeps the Glendale Community College social media pages up-to-date and running effectively. Social media profiles that are not performing well may be deleted for alternative forms of marketing and communications. Refer to the audit checklist:

Branding:

- Profile icon, banners, logos - follows current brand graphics, sized correctly, easily visible at all sizes displayed on the network
- Background or layout - follows current brand graphics, sized correctly
- Name - easily visible across the network, identical to or similar to all other networks
- "About" information and organization details - follows current information on the website, in ads
- Engaging

**Community:**

- Current numbers - Have they grown from last year?
- What are your goals for next year? How many fans, how much interaction?
- What's most popular? What's least popular?
- What is your current audience demographic? Is this your goal?

Extra:

- Voice - Is it similar across all networks, yet targeted for different channels?
- Update photo albums with the most current, relevant photos. Remove old videos.
- Update videos with the most current, relevant videos. Remove old videos.
- Are disclaimers and other legal statements up-to-date?

Staying in Sync:

- Change passwords
- Check email and contact settings
- Check privacy settings
- Sync with cell phone if needed
- Connect networks together for easy, optional, sharing; NOT auto-sharing!

RESOURCES

Free Management Tools

Bitly - URL shortener for tracking your links
<https://bit.ly>

Tweetdeck - dashboard for following your Twitter stream posting to Twitter
www.tweetdeck.com

Hootsuite - dashboard for following and posting to Twitter, Facebook and other networks
www.hootsuite.com

Learn Social Media

Tweeting 101
<http://gigaom.com/2010/04/07/tweeting-101-a-twitter-cheat-sheet/>

Facebook 101
www.gcflearnfree.org/facebook101

Social Media in Higher Education
www.pearsonlearningsolutions.com/higher-education/social-media-survey.php

Great Examples

University of Michigan
twitter.com/umich

Full Sail University
www.fullsail.edu/about/connect-with-us



GLENDALE COMMUNITY COLLEGE

6000 W. Olive Ave. | Glendale, AZ 85302 | Phone 623.845.3000
@GCCaz | www.gccaz.edu