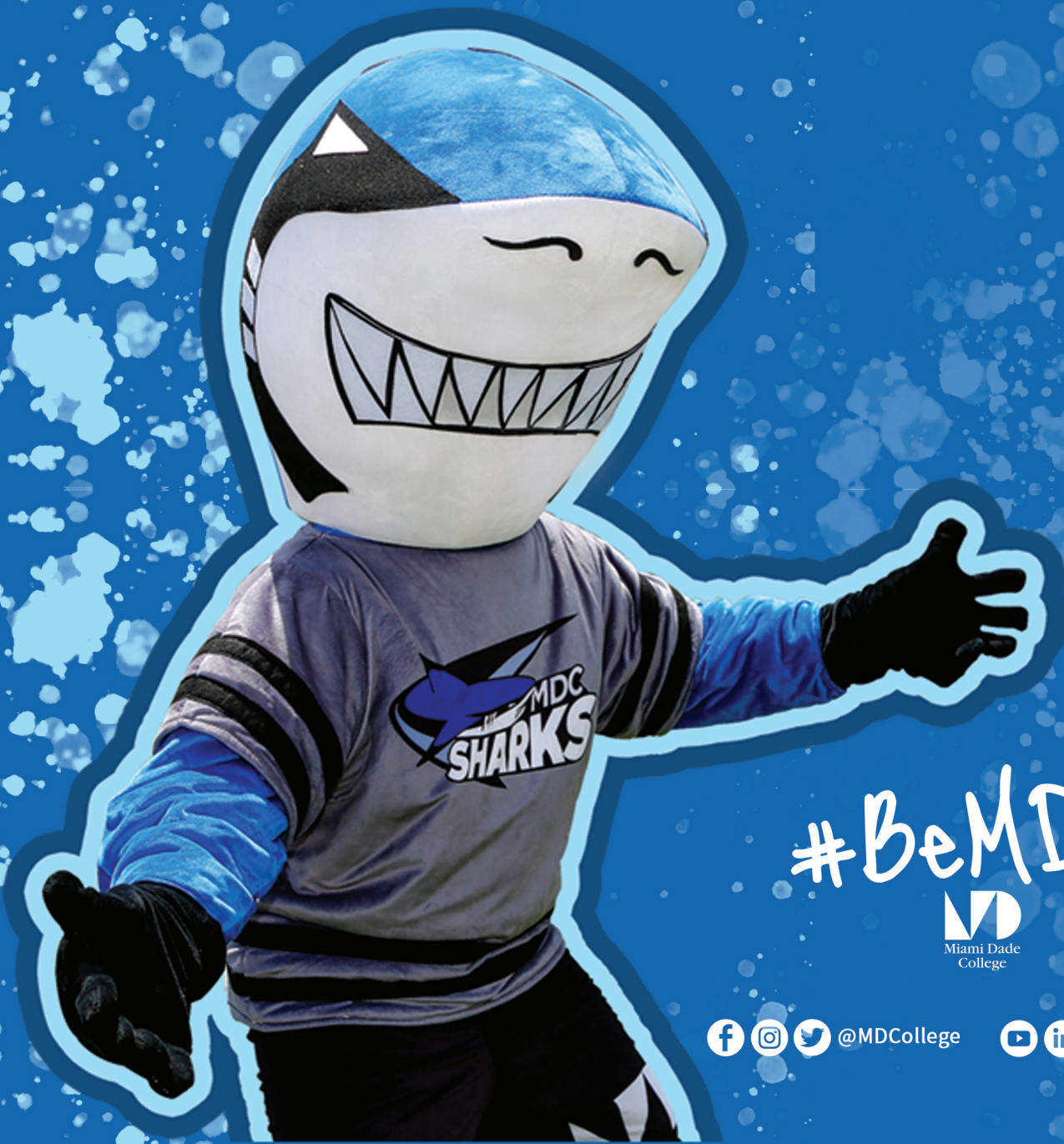


Social Media Guidelines and Best Practices



#BeMDC



   @MDCollege   /MiamiDadeCollege

Purpose and Scope

Social media offers the opportunity to initiate new conversations, engage our audiences, respond to feedback and maintain an active dialogue with students, faculty, community members and others who care about Miami Dade College (MDC). It also serves as an effective tool for sharing news, information and successes that communicate the value, benefits and history of MDC.

Involvement by and collaboration across various College offices in social media will help grow our brand, strengthen our audiences' connection to MDC, and promote the positive accomplishments of students and faculty. In order to best represent MDC, social media accounts need to comply with uniform policies and present one clear message. This includes a consistency in tone, attitude, actions and purpose when communicating on social media. Further, this requires consistent branding across the main MDC social channels in name, look and feel.

These guidelines and best practices will help maintain an organized and strategic effort to engage the various MDC audiences and to better manage the College's diverse social identities.

Social Media Policy

Miami Dade College encourages active discussion and sharing of information and thoughts on social media.

The Social Media Department at MDC maintains the strategic direction and unified voice of all collegewide social accounts. In addition to overseeing the daily content management and spearheading all messaging to promote college-related initiatives, the social media team is focused on encouraging collaboration and **promoting a united college message** across its eight campuses and outreach centers. The department also provides consultation and training to individual campuses and departments who manage individual social accounts.

We **do** encourage civil and respectful discussion. We **are not** responsible for comments or postings made by visitors to the College account. Content posted by visitors does not in any way reflect the opinions or policies of Miami Dade College.

Community Posting Policy

Maintaining productive, relevant and safe communities online is of utmost importance. Account managers should be moderating conversations in their community, responding to questions and comments, and removing inappropriate content. MDC's complete policies on social media content, including which content will be removed, can be found in [Procedure 1701 - Communicating with the Public](#).

It is the responsibility of the account manager to delete content from their page that violates this policy in a timely fashion. Account managers should use discretion when responding to or removing content. Content that is critical of the College should be responded to — if a response is appropriate — rather than deleted, unless it is a violation of this policy.

Social Media Accounts



Social media presences should be limited to one account per platform per area (e.g. a unit should not have two Facebook pages). The College maintains all official MDC social media accounts, which include Facebook, Twitter, Instagram, YouTube and LinkedIn. Each campus will maintain active Facebook and Instagram pages where content from academic departments, student life and special services can be shared.

A non-campus level unit can create a unique account only through request and approval of the Office of College Communications and its campus President/Vice Provost. Requests for new accounts should be submitted to the Director of Social Media via the [registration link](#).

Non-campus and non-collegewide entities should consolidate to a central presence where possible and appropriate. For example, if there is a need to establish a Learning Resources Facebook page, it should be established as one page co-managed by representatives from various campuses rather than multiple separate pages managed independently at each campus.

Account Registration

Per [MDC Procedure 1701](#), existing social media accounts must be registered with the College using the online form. New social media accounts must be approved by both the requesting office's Campus President/Vice Provost or his/her designee and the Director of Social Media before they are created and registered.

The Director of Social Media will keep a complete directory of recognized accounts and account managers, which can be viewed at mdc.edu/socialmedia/#directory. Registering accounts will ensure that necessary communications such as emergency alerts and changes to social media procedures can be communicated to account managers. **All accounts will be evaluated every six months. Inactive accounts will be closed.**

Student and Alumni Groups

Student and alumni groups with social media accounts will not be listed as officially recognized channels unless they formally represent the College and adhere to these guidelines. However, they should still adhere to these standards, including the appropriate use of the College name and logos. Unless there is a particular reason for an organization to have a public

facing social media page, they are encouraged to create a private social media group. Pages represent brands and companies, profiles represent individual people, and groups are best for internal communications and organizing activities for small groups.

Education and Training

The Director of Social Media will hold initial meetings with account managers to establish the account, develop content strategies and generate a communication plan. After these initial meetings, relevant updates and best practices will be shared through email. In-person meetings will be held as needed.

Marketing and Promotion

Collegewide promotion of social media accounts (e.g., paid social media ads, emails, etc.) must be coordinated through the Office of Communications and the Director of Social Media. For non-Collegewide marketing (e.g. poster displays), account managers are responsible for coordinating their materials through the College's Marketing Office.

Ensuring Social Media Success

Social media platforms are ever-evolving, but the strategy behind effective communication has always remained the same. If you want to be successful on social media, ask yourself a few questions before hitting 'publish.'



What does my campus, school or program hope to accomplish through social media?

Outline your goals in order to properly track whether your efforts are worth the investment. Ensure you are properly seizing the available opportunity to elevate the perception of our programs, and success of the College as a whole.

Who is my target audience? Take the time to engage, educate and inform your audience. Use language and imagery that's relatable to them. But most importantly, go to where your audience is on social media.

Do I have enough content to sustain a presence?

Successful social media accounts update their content at least once a day. If you don't anticipate being able to keep your social media accounts from becoming stagnant, leverage MDC's central social media accounts instead. That's what we're here for! We're happy to collaborate and are always excited to come up with campaigns to promote the College's slew of wonderful programs.

These guidelines and best practices are intended to help steer you through the process of developing and maintaining a social media strategy. If you need additional assistance please contact SocialMedia@mdc.edu.

Content

Content for social media accounts should focus primarily on displaying the achievements of students and faculty, highlighting news and recognition, and sharing the unique experience and offerings of that unit. Content should be positive and informational, focusing on the key benefits of MDC:

- High quality education
- Affordability
- Accessibility
- Diversity of courses and degrees offered
- Campus life and special events
- Flexibility of which campus to attend



Types of content to post include:

Account managers will be asked to contribute content to the Collegewide social channels. Collaboration and cooperation will ensure that the diverse offerings of MDC are well represented and content remains unique. Content, event notices and story ideas can be submitted via the [social media request form](#).

Not all content is appropriate for social media or individual accounts. Every effort will be made to ensure that all newsworthy information is shared on MDC's social channels, but there may be times when posting certain content is not possible or appropriate. Campus page managers will have discretion to determine what content is appropriate for their campus social media pages. The Director of Social Media will have discretion to determine what content is appropriate for the Collegewide social accounts.

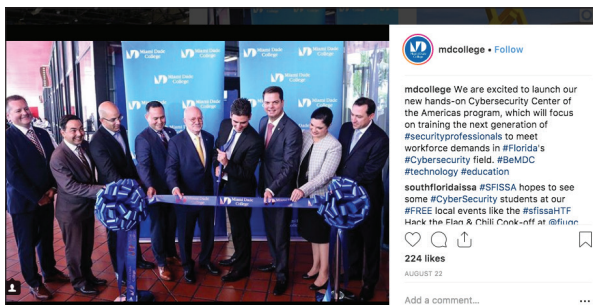
Appearance and Management

To clearly display each account's affiliation with MDC, each account must meet minimum standards – where possible and appropriate – including but not limited to the following:

- **Account name.** Accounts must include "Miami Dade College" or "MDC" in their name.
- **URL.** Facebook pages should create a shortened URL through Facebook in the format of "www.Facebook.com/MDC_____" (i.e. www.Facebook.com/MDCHomestead).
- **Profile photos.** Accounts should use their College, campus or department logo as the profile photo. If the unit does not have a unique logo, a unit-branded icon will be provided by the Director of Social Media.
- **Complete account profile.** All basic information including website, contact information, "About" section, and other profile information should be completed. This includes appropriate artwork such as Facebook cover photos and Twitter header photos.
- **Staff as administrators.** Administrators for the account must be MDC faculty or staff. Each account should identify at least one back up manager to serve in the primary manager's absence or departure.
- **Regular and appropriate content posts.** Accounts should remain active and engaged throughout the year, maintaining effective content management. Content should appropriately represent MDC values and be related to the page's purpose.



Examples of Good Content



Guiding Principles

Social media platforms are ever-evolving, but the strategy behind effective communication has always remained the same.

- **Be unique and relevant.** Share unique, self-generated content that matters to your audience and that reflects what your account is about. While it's okay to share Collegewide news on a departmental account, content should primarily be unique and related to the account's purpose.
- **Listen and be responsive.** Listening to your audience and following their lead will identify what they care about. Providing prompt and complete responses to questions and comments will ensure that our constituents feel valued. It will also help build community and credibility.
- **Be social.** Social media isn't a webpage or soapbox for shouting out news and events. Your presence should be conversational, engaging and promote two-way communication.
- **Add value.** Ensure that content is valuable and meaningful to your audience. Provide context and descriptions to links, photos, and other content. Move from broadcasting to engaging.
- **Show, don't tell.** When possible, use photos, video, and graphics to make stories more compelling and provide more depth.

- **Quality over quantity.** Focus attention on engaging material. Posting too frequently or posting irrelevant content will make it likely that they will ignore you in the future.
- **Be authentic and human.** Being personable as moderators will enhance your community's experience. Find a voice and tone that matches the story's context.
- **Use hashtags.** Social media hashtags make it easier to find information with a theme or specific content. Below are MDC's official hashtags.

#BeMDC (Current Students)	#MDCHonors (Honors College)
#IAMMDC (Alumni)	#MDCGrad (Commencement)

Campuses should use their corresponding hashtags:

#MDCMedical	#MDCKendall	#MDCWest	#MDCHialeah
#MDCHomestead	#MDCWolfson	#MDCPadron	#MDCNorth

Social Media DONT's

- Don't allow users to post offensive or profane content to your page
- Post inaccurate or misleading information
- Be overly promotional
- Don't abandon your page

Emergency Communications

In the event of an emergency, threat to individual safety, or other situation, content will be coordinated between the Director of Emergency Preparedness and the Director of Social Media. Information about communicating emergency information on social media will then be emailed to account managers. This will ensure clear and consistent messaging to all fans regardless of the account they are viewing. Situations will be evaluated on an individual basis to determine what level of communication is necessary and to what extent future content posts should be delayed.

Understanding Metrics

Account managers are encouraged to regularly review analytics for their account. Doing so will help to identify content that resonates with our audiences and will be crucial to determining the strength and value of our social media efforts to the College. The Director of Social Media may request metrics from the account for annual reports.