
Granite State College

SOCIAL MEDIA GUIDELINES

Introduction

These guidelines define the principle procedures for Granite State College's (GSC) various social media platforms, i.e. Facebook, Twitter, LinkedIn, YouTube, etc.

The primary objective of these tools is to provide the GSC community with an open forum to communicate, share, and engage online through informal discussions, photos, videos, and other media. The intention is to deliver live updates and information and to provide a helpful interactive forum for users.

These guidelines help ensure the most successful use of these channels.

Granite State College does not take any responsibility for pages developed by other parties, including public users and unauthorized GSC affiliates. Because of the evolving nature of online communications, this policy may be updated in order to best capture the latest technology and best administer issues that may arise in its management and implementation. Additionally, this policy may be updated to complement the organizational needs and priorities of Granite State College.

Administration

The Communications and Marketing Department of Granite State College manages all social media. A minimum of (2) Marketing Communication staff members are granted administrative privileges to help ensure the account can be properly managed during crisis communication situations. Administrative privileges are granted exclusively by the Vice President of Enrollment Management.

Brand Standards

In order to maintain a consistent GSC brand identity, all social media platforms are required to display standardized content (imagery, text, links) as determined by Communications and Marketing Department.

Expectations

Administrators are expected to monitor and service all accounts in order to provide prompt, student-centered responses to questions received from users. Social Media pages should be maintained as up-to-date as possible in order to generate engagement, establish reliability, and encourage more users will access the page.

Purpose

All official GSC social media platforms are to be used exclusively for purposes related to GSC business and in support of the College's mission.

Right to Remove Content

The Communications and Marketing Department of Granite State College reserves the right to remove content, temporarily disable pages, and/or remove people from their administrative roles if any of the above policy items are violated.

Content Development

Content must relate directly to GSC business, programs, services, and affiliates. Content cannot promote individual viewpoints or causes which are not directly related to GSC business purposes. Content should be concise and written in active voice. Content should be audience-appropriate with a friendly, direct, and student-centered tone.

Photos and Videos

Photos and videos must relate directly to the GSC business and/or student life. This content should not be used as a promotional tool for programs, products, or services that are not related to Granite State College.

User Conduct

Administrators will monitor user content closely and frequently to provide supervision and report violations. All questionable conduct will be reported to the Associate Vice President of Enrollment Management.