



Becoming an Officially Recognized Delgado Community College Social Media Account

Social Media is a very helpful promotional tool. With its growing popularity, more and more higher education programs and organizations are using sites like Facebook and Twitter to communicate with students. Delgado Community College supports your participation in social media and encourages you to connect to the College's official social media sites on Facebook, Twitter, YouTube, and Instagram. To become an officially recognized Delgado Community College social media account, contact Delgado's Office of Institutional Advancement at (504) 671-5412.

Ways the Institutional Advancement Office Can Assist

- Drive traffic to your Delgado Community College webpage and social media page(s).
- Spread the word about important events and deadlines.
- Ensure your page is connected with all other officially recognized Delgado Community College pages.

All Official Delgado Social Media Accounts must adhere to the following rules:

- Account administrator must be a current Delgado faculty or staff member
- Account name must include "Delgado"
- Account must connect with all other official Delgado Community College accounts.
(Must "Like" other Delgado pages on Facebook, "Follow" all Delgado pages on Twitter, etc.)

Delgado

COMMUNITY COLLEGE

Social Media Guidelines

Getting Started

Social media pages are a great way to reach your target audience, but they can be very time consuming and require a detailed strategy. You must have a plan. Before creating your page, please consider the following:

- What is the purpose of this page?
- Who are you trying to reach?
- What is the message you would like to send?
- What are similar programs doing successfully to connect with their audience?
- Do you have the time and resources to maintain your page and actively engage your users?

Your Objective

It helps to have something to work towards. Your objectives should be realistic, attainable and measurable. There are three basic types of objectives:

- **Awareness** deals with information and knowledge. Awareness campaigns increase understanding of something and make audience more aware of a product or idea. *Example Awareness Objective: I want to increase Delgado students' understanding of the financial aid refund process by 25% by fall 2012 Registration.*
- **Acceptance** increases positive attitudes and gains interest. Acceptance campaigns focus on how people react to information. *Example Acceptance Objective: I want to increase Delgado students' positive attitudes during the registration process by 75% by fall 2012.*
- **Action** moves people in a way you would expect. Action campaigns address a hoped-for response to information and feelings. *Example Action Objective: I want to increase the amount of Delgado students who complete their FAFSA on time by 50% by fall 2012 Registration.*

Messaging Strategy

It is important to communicate effectively and send the proper message to your audience. Moreover, it is not always what you say, but how you say it. When developing your message strategy, please consider the following:

- Tone of your messages
- Frequency of your messages
- Messages must be clear, concise and accurate!
- The messenger: Designate an admin familiar with the subject matter, preferably not an intern.

Content Guidelines

Remember, when you post something on an official Delgado Community College social media site, you are speaking on behalf of Delgado Community College as a whole. Therefore, it is important to choose your words wisely and think before you click!

- **Check your facts**
Before posting, make sure all information included is accurate, up-to-date and from a reliable source. This builds trust between you and your social media audience.
- **Correct mistakes immediately**
We are all human and we all make mistakes, but it is important to correct mistakes in a timely and orderly fashion. If ever a mistake too big to correct on your own, please contact Delgado's Office of Institutional Advancement at (504) 671-5412.
- **Think before you post**
Once you post something online, you may be able to delete it, but you cannot take it back. Once comments are posted they can easily and quickly be shared, printed and seen by a large audience.
- **Spell Check**
Because Delgado is an educational institution, we are held to very high standards. It is very important to proofread to ensure spelling and grammar are correct. It is even a good idea to get someone else from your office to proofread your comments before you post.
- **Do not "like" your own comments**
Of course you like it, you wrote it! Please refrain from "liking" comments you post.

Growing Your Initial Audience

These tips will help you build your audience when first developing your social media account.

- Invite people in your office and other offices on campus to connect to your page.
- Add a link to your social media account within your email signature. Encourage your co-workers to do the same.
- Giveaways – People love free stuff. Offer prizes to get people motivated to connect with your social media account.
- Add a like button to your webpage: <https://developers.facebook.com/docs/reference/plugins/like/>

Content Sources

There is no need to reinvent the wheel every time. The World Wide Web can provide plenty of content for your social media pages. Here are a few suggestions:

- Similar social media sites from colleges and universities
- NOLA.com for stories regarding local education: <http://www.nola.com/education/>
- USA Today College: <http://www.usatodayeducate.com/staging/>
- Community College Weekly: <http://www.ccweek.com/>



Facebook Posting Policy

Thank you for visiting Delgado Community College's [Facebook](#) page, an online environment, which welcomes healthy discussions from community members. Everyone is welcomed to express views and opinions as long as Delgado's Facebook policy and [Facebook's Statement of Rights and Responsibilities](#) are not violated. The comments of our online community members reflect their opinions only, and do not reflect the views and opinions of Delgado Community College. Help us make your user experience here as fun and safe as possible by following these simple rules:

1. **Keep it clean! No foul or disrespectful language is allowed.**
2. **Be nice! No name-calling of any sort is allowed.**
3. **Please do not post personal information on our wall (personal phone numbers, addresses, etc.) Your safety is important to us!**
4. **Malicious statements or threats against Delgado Community College, its faculty, staff or students are not allowed.**
5. **Wall photos with no direct relation to Delgado Community College are not allowed.**
6. **Comments from users with inappropriate profile photos or user names are not allowed.**
7. **Unsolicited commercial promotions and ads are not allowed.**
8. **Overly repetitive comments are not allowed.**
9. **Comments of a violent/hateful nature are not allowed.**

These rules apply to the Delgado Community College Facebook page in its entirety, including comments, wall posts, tagging, photos, etc.

What happens if you violate a rule?

First Offense: Your post will be saved in office archives and deleted from the Delgado Community College Facebook page.

Second Offense: You will be banned from the Delgado Community College Facebook page. We reserve the right to delete any and all comments deemed inappropriate without warning or explanation.

Facebook Admin

This page is maintained by the Delgado Community College Office of Institutional Advancement. Our administrators will try to respond to all Facebook comments, but we cannot promise each post will receive a response. Should you have any questions, comments or concerns regarding Delgado Community College's Facebook, contact Delgado's Office of Institutional Advancement at (504) 671-5412.