**Office of Communications, Marketing, and Public Relations
Guidelines for Establishing an Officially Recognized
Delgado Social Media Account**

With the popularity and influence of social media, higher education programs and organizations are using sites like Twitter, Facebook, YouTube, and Instagram to communicate with students and the public. Delgado Community College supports participation in social media and encourages members of the College community to connect to the College's official social media sites on Facebook, Twitter, YouTube, Instagram, and other platforms. A current list of Delgado social media accounts is available at https://www.dcc.edu/about/social-media.aspx.

To establish an officially recognized Delgado Community College social media account, contact the Web Content Specialist in the Office of Communications, Marketing, and Public Relations at (504) 671-5562.

Ways the Office of Communications, Marketing, and Public Relations can assist:

- Drive online 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 other officially recognized Delgado Community College pages.

All official Delgado social media accounts must comply with the following rules:

- Account administrator or editor must be a current Delgado faculty or staff member. Students may be assigned editor (not administrator) status, but they must be supervised closely by faculty or staff.

- Account name must include "Delgado."

- Account must connect with all other official Delgado Community College accounts. (Must "like" and "follow" other Delgado pages on Facebook, Twitter, YouTube, Instagram, etc.)

Office of Communications, Marketing, and Public Relations
Content Development for Official Delgado Social Media Sites

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 toward. 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 an 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% before Fall 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% before Fall Registration.*

- **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 number of Delgado students who complete their FAFSA on time by 50% before Fall 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 administrator who is familiar with the subject matter, preferably not a part-time employee or student.

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. 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 is too big to correct on your own, please contact the Web Content Specialist in the Office of Communications, Marketing, and Public Relations at (504) 671-5562.

- **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.
- 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 Internet can provide plenty of content for your social media pages. Here are a few suggestions:

- Similar social media sites from colleges and universities
- Websites of reputable news organizations such as nola.com, wwltv.com, etc.

Office of Communications, Marketing, and Public Relations
Guidelines for Facebook Posting

Delgado Community College's [Facebook](#) page is an online environment that encourages positive interaction by community members. Everyone is welcome to express views and opinions on the page as long as Delgado's Facebook guidelines and Facebook's [Terms of Service](#) are followed. 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 as fun and safe as possible by following these simple rules:

1. **No foul or disrespectful language is allowed.**
2. **No name-calling of any sort is allowed.**
3. **Your safety is important to us. Do not post personal information (personal phone numbers, addresses, etc.)**
4. **Malicious statements or threats against Delgado Community College and/or its faculty, staff, or students are not allowed.**
5. **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 or hateful nature are not allowed.**

These rules apply to the Delgado Community College Facebook page in its entirety, including comments, 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 Administrators
The page is maintained by the Delgado Community College Office of Communications, Marketing, and Public Relations. Our administrators will try to respond to all Facebook comments, but we cannot promise that each post will receive a response. Should you have any questions, comments, or concerns regarding Delgado Community College's Facebook content, contact the Web Content Specialist in the Office of Communications, Marketing, and Public Relations at (504) 671-5562.

Updated 2/10/2022