

Rollins College Social Media Guidelines

Version 1.0



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Purpose

Rollins College is made up of a community of diverse individuals who are civic minded and agents of change. These guidelines for living in a digital world are the same as the values, ethics and confidentiality practices that employees are expected to live every day, whether you're teaching a class, posting on Facebook or chatting with your neighbor at a BBQ. This document applies to both College-sponsored social media and recommended personal use as it relates to Rollins College.

Overview

These guidelines are intended for all Rollins College faculty, staff, contractors, and vendors who are currently associated with Rollins College and who contribute to blogs, wikis, social networks, discussion forums or any other kind of social media, as well as students who manage institutional accounts. You should reference this document along with the [Rollins College Code of Community Standards](#) and other [College policies](#). These resources are updated periodically, and you are responsible for understanding these guidelines, including updates. These documents stress Rollins guiding principles of excellence, innovation, and community. Rollins provides opportunities to explore diverse traditions, maintain social responsibility, pursue academic achievement, and chase creative activities. These same values are applicable when using social media.

Scope

All information contained within this document is subject to applicable federal, state and/or local laws. These guidelines will not be interpreted or enforced in any way that would interfere with an employee's rights under the National Labor Relations Act. Review the [NLRA Fact Sheet](#) for additional context.

Definitions

Term	Definition
Social media	Social media refers to forms of electronic communication (such as websites for social networking and microblogging) through which users create online communities to share information, ideas, personal messages and other content (such as video)
Social network	Social network refers to an online service or site through which people create and maintain interpersonal relationships

Expectations of Behavior

- I. “What you should expect from yourself.”
 - a. **Your reputation is what people can find online.** Rollins expects you to take responsible ownership of your personal and professional image for the mutual benefit of the College’s reputation when you take charge of your own. Taking responsibility for your own digital citizenship is therefore foundational to Rollins expectation of its community’s online behavior.
 - b. **The Internet never forgets.** While modern social media platforms have created certain environments where content seemingly “disappears” (e.g., Instagram stories, Snapchat content), an archive exists. This could be within the platform itself, or through the form of friends/users capturing real-time screenshots. It’s important to note that what you put out on the internet can last in perpetuity.
- II. “What online communities expect from you.”
 - a. Social Responsibility.
 - i. **Pursue added, mutual value.** Online community correspondence must strive to help those communities more effectively do what they were formed to accomplish, to the mutual and objective value for yourself and that community. Anything else is noise to be ignored.
 - ii. **Be respectful.** Famously (if exaggeratedly), the Internet is full of trolls and malcontents. We take this as a fair price to pay for participating in one of the greatest vehicles for individual expression and global collaboration yet conceived. Do not be goaded into or begin vicious arguments or be tempted to join in attacks.
 - iii. **Respect the privacy and opinions of others.** Exercise care and caution when posting, explicitly or not, about another person on your own networks.
 - b. Integrity.
 - i. **Respect authorship.** If you came to your opinion from another source, link to or otherwise credit that source. If you need to quote text be sure to make it clear you’re doing so and link to the source. In quoting or citing someone else’s work, you should be sensitive to copyrights and trademark laws and standards, and only use as much content as is reasonably necessary to make your point.
 - ii. **Maintain accuracy and truthfulness.** Be truthful and accurate to the best of your understanding and avoid misleading comments and omissions. If you get something wrong, promptly admit it, change it, note the change as appropriate, and move on.
 - c. Knowledge.
 - i. **Familiarize yourself with established community norms and terms and conditions.** There’s great risk in recommending or initiating engagement with a community without the benefit of understanding it—why it formed, what it does, how the most valued participants behave, and so on. The Rollins College Office of Marketing & Communications team can help you quickly get up to speed in virtually any of these communities.
- III. “What you can expect from online communities.”
 - a. **We are a guest.** Everything we do online when we are known to be a part of Rollins College not only reflects on the institution, but the relevance of the industry in which we operate. When communities hear the term “higher education,” the connotation is often

viewed with high regard. Therefore, as direct or indirect ambassadors of the College uphold this positive persona.

IV. “What Rollins College expects of you.”

- a. **Observe the College’s mission, values, the Code of Community Standards, and these Social Media Guidelines.** The best practices and strategies outlined in these important, foundational documents also apply online. If you’re not sure how these guidelines apply to a given situation, discuss the specifics with your supervisor or contact the Office of Marketing & Communications.
- b. **Provide separation for your personal social platforms.** To help separate (inasmuch as it’s possible in this age) your personal and professional identities online, your social media profiles should offer a disclaimer (e.g., “These views are mine alone, and not those of my employer.”).
- c. **Maintain professionalism.** Rollins prides itself by being a leader within the community, therefore it expects the highest standards of professional conduct for all those associated with the institution.
- d. **Think before posting.** Some of the biggest mistakes that are made in online communities is that the “need for speed” often trumps the “need to understand” the impact your communication can make. Unclear communications can bring unintended consequences.

V. “What you can expect from Rollins College.”

- a. **Your personal online presence is not a Rollins asset.** You should never feel obligated by anyone at Rollins to promote any campaign on your personal social media channels. You are free to do so having fulfilled the obligations of Sections I through IV of these guidelines, you also have every right to politely refuse any such request and have your decision be supported by Rollins.
- b. **Rights of individual expression.** When you are expressing yourself in a context where you are known to be part of the greater Rollins community, you should express yourself in a manner that reflects well on you and the College. Your own personal digital life is, in fact, just that – your own – we think that these are reasonable guidelines by which to abide regardless of whether your actions are within your personal or professional digital space.

Rollins College Social Media Owners

The guidelines below relate to any social media presence that represent Rollins College in any official capacity, including departments, offices, programs, student organizations, and entities working on behalf of Rollins.

While social media is like a winding river, let the Office of Marketing & Communications be your adventure guide to help navigate these waters. These best practices articulated below are available to provide a consistent representation of Rollins. Remember, these sites are the property of Rollins, not the individual.

- Understand and follow the guidelines for faculty and staff (above).
- All social media channel accounts must be submitted to and approved by the Office of Marketing & Communications.

- All submissions must be delivered through the [form](#) on the Office of Marketing & Communications website: <http://bit.ly/RollinsSMGuide>
- Mandatory submission elements include the following:
 - Social Media Channel(s)
 - Proposed Channel Name(s)
 - Channel Owner (must be a staff member with an @rollins.edu email)
 - Supporting Team Members (e.g., community management, monitoring, etc.) (may be a student leader or employee)
 - Strategic Purpose
 - Indicator of Success (measurement metrics)
 - Target Audience
- Once approved, the Office of Marketing & Communications will contact you within five business days.
- Once the social media channel(s) are live, confirm by sending the URLs back to the Office of Marketing & Communications.
- Accounts must be marked as official and abide by the Rollins brand guidelines for logo usage, naming conventions, and all other items.
 - Rollins logo usage for social media icons & avatars, visit: <https://www.flickr.com/photos/rollinsnews/albums/72157648677666756>
 - For cover photos and other social media visual content visit:
 - <https://www.flickr.com/photos/rollinsnews/albums>
 - <https://rollinscollege.smugmug.com>
 - All channels must link back to their specific rollins.edu site in their bio/about section (e.g., <http://www.rollins.edu/academics/areas-of-study/undergraduate/communication-studies.html>).
 - All Rollins College social channels must start with “Rollins” in the name (e.g., @RollinsCommsDept)
 - Twitter and Instagram accounts: Add @rollinscollege’s handle in your account bio to mark your account as an official Rollins account.
- Establish clear expectations of community members, as well as Rollins owners/managers. At a minimum, refer to the [Rollins Code of Community Standards](#) and see Best Practices (See Addendum A to these guidelines) for more information.
- All entities should have a social media strategy and plan that has been approved by their department’s leader, student organization’s advisor, or a similar staff or faculty leader for the area being represented on social media prior to the debut of any social media. Entities that already have a social media presence should periodically review and update the plan to ensure that it is still relevant.
 - For strategy support needs, please contact the Office of Marketing & Communications.
- All official Rollins social media properties should provide, to the fullest extent the platform allows, contact information and email addresses so that visitors may report problems, etc. Additionally, channels must include a link to the rollins.edu departmental site in the bio/about section.
- Any paid advertising via social media must be approved by the unit leader. Please reference the Rollins Resources section (starts on Page 6 of these guidelines) for more information.

- All Rollins social media sites should be monitored (and moderated, where appropriate) to ensure the community is following site guidelines. Social media sites that remain consistently inactive over a three-month period should be considered for deletion.
 - Note: Three-month inactive period references key moments within the Rollins College school calendar. (e.g., fall, spring, and summer terms).

Official Representatives

Please note that in the digital age, a single Tweet can be construed as news. Those affiliated with Rollins may not portray themselves as acting on behalf of Rollins or any part of the College, or any other unit, or present a social media account as an official Rollins account unless authorized to do so. Even when acting in one’s official capacity, Rollins faculty, staff, students, volunteers, etc. may not represent their own positions and opinions as those of Rollins (see Section IV, part b of these guidelines).

If a media representative reaches out through a social media channel, direct all queries to the Office of Marketing & Communications.

Approvals

This document is owned by the Office of Marketing & Communications. It has been reviewed and approved by the President’s Cabinet.

Revision History

This document is controlled by Rollins College. Any printing of this document will constitute a “reference” copy and users are responsible for confirming that it is the current release. When any part of this document requires an update, the entire document shall be re-issued.

Release	Date	Description	Submitted by
1.0	August 1, 2018		Laura Kern

Rollins Resources

Rollins College is built on human scale and powered by relationships. Therefore, the Office of Marketing & Communications has provided the campus community opportunities to learn and grow within the world of social media.

For the departments that have created, or those who are interested in creating, a social media presence the Office of Marketing & Communications has formed a group on campus called the Social Media

Leadership Team, which includes access to the [private Facebook group](#) for collaboration and inspiration. This team meets regularly each semester. Email Laura Kern, Associate Director, Social Media (lkern@rollins.edu) for more information.

For questions concerning this document, the creation or use of any social media, please reach out to the Office of Marketing & Communications:

- Web: <https://www.rollins.edu/marketing-communications>
- Phone: 407.646.1520

Addendum A

Social Media Best Practices



Facebook

- Choose a Facebook post type based on what you're trying to do.
 - Image or 3-second animation for awareness
 - Carousel to show off different parts of your brand
 - Video for deep engagement
- To make a post more shareable, relate its content to a specific place, event, or topic, and target it to the group that cares the most about it.
- Keep post copy under 90 characters and text in images under 20%.
- Unless it's the name of your integrated campaign, hashtags are not necessary on Facebook.
- Respond to customer service concerns and questions in a timely fashion. Facebook's public "Very Responsive to Messages" Badge holds brands accountable for timely responsiveness.
- Consider square or vertical format images to maximize newsfeed space on a smartphone.
- Ensure any video pulls the viewer in during the first "3-second audition" to see more as the video scrolls by in the newsfeed.



Instagram

- Post consistent content frequently.
- Establish a strong artistic aspirational aesthetic with limited text on the image.
- Include highly used hashtags relevant to your content in the post copy.
- For brand pages, be sure to include a link back to brand websites.
- Establish a clear vision and strategy for your Instagram account.
- Promote and leverage the channel as a social customer service tool to manage inquiries from the public. Leverage three guiding principles to effectively manage social customer service on Instagram.
 - Be available – secure needed resources to consistently manage incoming inquiries
 - Be responsive – set clear expectations with your audience and acknowledge them when they reach out. Provide the right information and keep them updated on the status of their inquiry.
 - Be purposeful – give careful consideration to how you provide support to your audience while being cognizant of resource availability.
- Instagram Stories best practices.
 - Share real content in action vs. stylized Instagram posts.
 - Create Stories that resonate with target audience without seeming like a sales pitch.
 - Develop content that stimulates, challenges and excites so followers will come back for more.
 - Communicate with fans on their terms.
 - Highlight an experience rather than promotion after promotion.
 - Share behind-the-scenes content.

- Hold influencer takeovers.
- Leverage live, timely content such as an event .
- Add calls-to-action to motivate fans to do something.
- Cross-promote content to drive users to other social platforms.



Snapchat

- Distribute meaningful visual content through the platform to maintain engagement.
- Leverage the “My Story” feature to reach all followers at once.
- Reward followers with a use case (contest, product, sneak peak, coupon, etc.) relevant to your brand.
- While short, content should be high quality and reflect overarching brand narratives.
- Promote your brand’s Snapchat account on other social channels.



Twitter

- Maintain an active Twitter Status: have at least 100 high-value followers and stay active with a Tweet per day.
- Leverage real-time trending hashtags that are relevant for your brand.
- Be ready to engage: on Twitter, 20% of posts should be promotional while 80% should be conversational.
- Be visible: have a simple handle, optimize your Twitter bio with industry-related hashtags, know which hashtags to use, use pinned Tweets, and promote your Twitter across networks.
- Respond quickly to customer service Tweets with a personalized response; “Send A Private Message” Deep Link functionality allows for private communication.