

BRISTOL Social Media Guide

COMMUNITY COLLEGE

Introduction

Bristol Community College (Bristol) understands that the continuing advancements and growing innovations that surround the digital world of social media technologies can enhance and effectively engage audiences and bring forth a sense of shared community. With these advancements, comes a greater sense of responsibility for all users of digital technology to be mindful of the best practices set forth below.

These best practices will address the general use of social media at Bristol, including all websites, blogs and social media networking platforms operated by Bristol Community College, its employees and students that contribute to social media on behalf of the college or while performing their work duties. For the college's Official and College-Sponsored Social Media Policy, [please click here](#).

The purpose of sharing these best practices is to ensure consistent social media management practices and to maintain the standards of quality and relevance to the college's mission and our position as a community institution.

With the rapidly evolving landscape of these digital technologies, this document will be reviewed and updated as necessary. For questions, please contact Marketing & Communications at communications@bristolcc.edu.

FYI: Official Bristol Community College Accounts

Bristol's Marketing & Communications department is responsible for maintaining, managing and posting to the official Bristol social media accounts listed below.

Website – www.BristolCC.edu

Audience: Prospective and current students, employees, community, businesses, parents,

Facebook – www.Facebook.com/BristolCommunityCollege

Audience: Prospective and current students, community, parents, non-traditional students, employees

Instagram – www.Instagram.com/BristolCC

Audience: Current students, skews younger (18-44 years old, with highest concentration in the 25-34 range)

X (formerly Twitter) – www.X.com/BristolCC

Audience: Prospective and current students, community, parents, non-traditional students

LinkedIn – www.linkedin.com/school/Bristol-Community-College/

Audience: Bristol employees, Bristol alumni, business/corporate community (specifically those in operations, healthcare, education, sales, business and IT)

YouTube – www.YouTube.com/BristolCCTV

Audience: Prospective students, current students, Bristol employees, community

Popular hashtags: #BristolEXP #BristolCommunityCollege #WithinReach #BristolBayhawks #MakeltHappen

Each social media channel has its own set of goals, purpose and audience. Bristol’s Marketing & Communications department utilizes the overarching goals of the college set forth by the Strategic Plan, the President and the President’s Leadership Team, as well as the mission and the vision of the college to set expectations for types of content to include in the social media strategy.

Official Account Content Requests

Requests may be made by Bristol employees to include information on an official account by completing the [Marketing Request Form](#). Requests will be screened for strategy alignment, suitability and timeliness.

General Use Guidelines

Review related provisions

Be sure to review policies or provisions that may overlap with social media use on behalf of the college. These include:

[Social Media Policy](#)

[Employee Contracts and Handbooks](#)

[FERPA](#)

[Copyright Policy](#)

[Fair Use Doctrine](#)

[Student Policies and Procedures](#)

Understand the Rules

When using social media networking sites, be mindful of the terms of service, relevant policies and standards set forth by the sites you use. Pay attention to updates and changes made to the site and its privacy settings.

Know your Responsibilities

It's best to remain cognizant of your personal responsibility when posting to any digital asset including social media, blogs, etc. Any content published by you is your responsibility. A digital footprint may remain indefinitely and may be shared.

If you post on behalf of a department, work with your supervisor to fully understand your role and expectations on that platform – see [Official and College-Sponsored Social Media Policy](#) for more information. Be accurate and thoughtful on the information you share on the accounts. Mistakes happen. If you make one, correct it either by editing the original post or by deleting and re-posting the correct information.

Discuss ahead of time the levels of response needed when complaints or concerns are fed through social media. You may need approval from your supervisor to respond, depending on the situation. Questions or comments should be responded to as quickly as possible. Consider setting up an automatic message response on Facebook to help accommodate any inquiries sent to your inbox.

Please help us keep our social media civil and safe. Remember, if you see something, say something. If you observe any threatening or criminal activity on our social media channels, please submit the information via Bristol Campus Police's Anonymous Tip Line found at [BristolCC.edu/TipLine](#). If you encounter a student that is experiencing challenges, consider making a referral to the CARE Team. More information on referrals can be found at [BristolCC.edu/CareTeam](#).

Be Respectful

Content posted to social media sites can often ignite discussion and conversations with viewpoints different than your own. If you remain both professional and respectful in demeanor, your actions can result in a healthy, productive debate on opposing ideas.

Be mindful of reactive responding. Take the time to consider how your response will reflect on yourself and/or Bristol Community College.

Consider your audience.

The audience for social media is vast and includes many stakeholders like current and prospective students, current employers and colleagues, donors, alumni, retirees, community members and peers. Consider this before posting to be sure your message will not alienate, harm or provoke any of these groups.

If in doubt, reach out to your supervisor or Marketing & Communications for guidance.

Protect the Bristol Community College brand

Posts on social media sites should protect the college's institutional voice by applying the same etiquette used professionally. If you see a post that you think requires or would benefit from an official Bristol response, please contact Marketing & Communications by taking a screenshot of the post in question and emailing Communications@BristolCC.edu.

Getting Started on Social Media for Bristol Community College

Before you even begin, consider reviewing the "[Questions to Ask Before Getting Started.](#)"

Administering Accounts

When creating a new social media account on behalf of a Bristol-related department, club or organization, complete the following steps:

1. **Speak with your academic area's Vice President as well as Marketing & Communications.** Without approval from the Vice President of the department's academic area, a page cannot be set up. Refer to the Official and College-Sponsored Social Media Policy for more information.
2. **Assign administrative responsibility as outlined below.**
 - a. A Bristol employee must be the official administrator for any college-sponsored social media account.
 - b. **Marketing & Communications should be given access** to any college-sponsored social media account and added as a page administrator on Facebook. Please contact communications@bristolcc.edu for assistance.

***Please note:** The day-to-day account maintenance responsibilities belong to the affiliated department or group. Having administrative access is a precautionary measure to ensure that Bristol is never locked out of an account.*

- c. In the case of Facebook, where it is possible to have multiple administrators, more than one person within the department should be an administrator, using their individual Facebook accounts. Visit [Facebook's Help Page](#) for more.

***A note about creating a Facebook page:** To adhere to Facebook's Terms of Service, it must be connected to someone's current personal Facebook account. For example, if a director is setting up a department account, they would be expected to use their Facebook ACCOUNT to create a "Department" Facebook PAGE. They could not create a Facebook ACCOUNT using first name "Bristol" last name "Department" to create this page as this would be a violation of Facebook's Terms of Service and may be subject to removal by Facebook.*

- d. **Facebook Page Ownership:** If provided the option when creating your page, do not select a Page Owner. When Marketing & Communications is added as an Administrator, they will add your new page to their Business Manager. If you are already listed as "page owner" of your college-related Facebook page, contact Marketing & Communications to facilitate this transition.
 - e. For other social platforms where only one login can access an account, an individual's BristolCC.edu email address should be used.

3. **Complete a [social media submission form](#), acknowledging that page administrators understand and agree to these best practices.** Once the Social Media Submission form has been submitted, a representative from Marketing & Communications will work with designated administrators to ensure that they have the necessary brand elements, including a profile picture, to set up the page or bring the current page up to compliance.

All Bristol social media accounts, approved by Marketing & Communications, will be listed on Bristol's [social media directory page](#).

4. **Keep your account up to date.** Authorized individuals are responsible for keeping the accounts updated in accordance with the social media policy. If content has not been posted in three or more months, Marketing & Communications may reach out to administrators to discuss the future strategy for the profile.
5. **NEVER share passwords**, except for with Marketing & Communications who will keep them saved in a secure password management system.

Expectations

Discuss expectations for content priorities and frequency of posting with your department and the administrators of the social platform. Create a plan that allows continuous access to the college-sponsored social media account in the administrator's absence.

Monitoring

Put a plan in place for responding to messages, comments and replies. It is recommended that admins check their pages daily and respond as needed in a timely manner. Comments and messages on these social media pages should be reviewed at least once a day.

[Click here for access to more social media resources.](#)

Top Takeaways

Here is some general guidance for effective social media usage and reflects general business etiquette.

- 1) **Be professional.** You are representing Bristol Community College, in addition to yourself. Be professional in tone and manner, and do not post anything you would not say in a professional face-to-face conversation.

- 2) **Think before you post.** Everything that starts on social media stays on social media. Even if you make an account “private,” systems and search engines can save content and recirculate well after it has been shared.
- 3) **Be kind and respectful.** The golden rule applies here. Treat others the way you want to be treated, and do not use slurs, discriminatory language, personal insults or defamation to harm others in the social space.
- 4) **Maintain accuracy in all you do.** As a college representative, you want to do your best to maintain accuracy both in information and in grammar. Fact check and proofread!
- 5) **Respect confidentiality, copyright and privacy laws.** As a college representative, you will want to be sure you are familiar with college policies and federal, state and local laws.
- 6) **Stay current with the trends.** To keep up with the trends, do a brief search for any recent changes made to social media platforms and digital resources.
- 7) **Have fun!** When you are being creative and having fun, your enthusiasm and consistency will translate to your audience.

Contact Us

Bristol Marketing & Communications: 774.357.2169, communications@bristolcc.edu

Joyce Brennan, Vice President, 774.357.3164, joyce.brennan@bristolcc.edu

Andrea Fortier, Director of Marketing, 774.357.2918, andrea.fortier@bristolcc.edu

Kevin Spirlet, Associate Director of Media Relations, 774.357.3361, kevin.spirlet@bristolcc.edu

Olivia Robinson, Marketing Communications Specialist, 774.357.3225,
olivia.robinson@bristolcc.edu

Kendall Furtado, Video & Social Content Specialist, 774.357.3144, kendall.paul@bristolcc.edu

Resources

To create this comprehensive list of social media guidelines, Bristol’s Marketing & Communications department utilized several resources, including those made available through the Bristol SSEM Social Media Handbook, Bunker Hill Community College, Mount Wachusett Community College, Central Oregon Community College, Howard Community College and Quinsigamond Community College.