



CENTRAL OREGON
community college

Best Practices for Effective Social Media Communication

Faculty, staff and students posting on a COCC-associated media channel must adhere to the following:

Be professional and remember that you are posting on behalf of COCC.

As an employee or student, remember that you represent COCC. You are the public face of the college when you are posting content on a COCC channel. Be sure to always consider the intended audience when posting or commenting. Most often, COCC's social media channels are intended for students, alumni, community members, college supporters, local businesses and others. It is NOT strictly a page for students.

Proofread your content prior to posting and avoid spelling and grammatical errors.

Think before you post.

Once something is posted digitally, it lives forever. Don't make the mistake of posting something that you will regret later or that could negatively impact the College. Also, search engines frequently catalog posts and archive social media content which means that posting and then deleting a post does not guarantee that others won't be able to access the post later.

Be respectful of others.

Whether you are an administrator or a fan/follower, always treat others fairly. Be sensitive to different perspectives and viewpoints and never react in a defensive or hostile manner.

Be accurate, honest and transparent.

Make sure you are providing accurate information. Take the time to verify information before it's posted. If you make an error or need to post a correction or retraction, do so publically so that others are aware of it. Do not say anything that is dishonest, untrue or misleading.

Respect confidentiality and privacy laws.

Use good judgment about content and respect privacy laws. Do not post confidential or proprietary information about the College, its students, its alumni or staff and faculty. Follow college policies and federal requirements such as FERPA. If in doubt, contact the College Relations Office for guidance.

Don't violate copyright laws.

Follow the laws governing copyright and fair use dealing with copyrighted materials owned by others, including COCC's own copyrighted material and brand. It is good practice to give credit to the

owner/author/creator for content that is not your own and provide a direct link or URL to that content if possible.

Don't be afraid to ask questions.

If you need help, are uncertain of how to respond to a question or complaint, or need advice on how to handle a difficult situation, contact the College Relations Office.

COCC's College Relations is responsible for emergency/incident communication.

Please do not post emergency or incident information to any social media channel. Contact the College Relations Office with questions. Weather related announcements that have *already been made* through COCC channels may then be shared on other COCC-associated channels.

General recommendations for content:

- Use visuals whenever possible. However, do not post images that are blurry, dark and/or pixelated.
- Avoid generating the majority of content from "shared" posts. Users value original content.
- Respond in a timely manner (less than 24 hours) to questions.

What if someone puts up something negative or inappropriate?

Social media allows us to take part in the conversation - and sometimes shape it - but never control it. Never take down a comment just because you don't like what is being said. However, use the "Posting Guidelines" you developed for your channel as a guideline for deleting inappropriate or offensive content. See "COCC Social Media Guide" for an example.

Contact Information

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