



CENTRAL OREGON
community college

COCC Social Media Guide

COCC's Social Media Guide is designed to help faculty, staff and students use social media effectively for College-related initiatives. All information shared electronically must follow the same high standards as other forms of published College information. COCC's social media strategy supports the College's mission, vision, goals and overall communication objectives.

COCC's Current Social Media Channels: COCC primarily utilizes two social media channels, Facebook and Instagram, to connect with the communities we serve, including current and prospective students. These channels best align with our brand, communication strategies and audiences. The College Relations Office continually monitors social media trends to determine the most appropriate channels for the College based on audience, reach and available resources.

Approval: All social media channel accounts that are affiliated with the College, **MUST** be approved by the College Relations Office prior to establishment. In addition, a member of the College Relations Office must be set up as an administrator for any COCC-related social media account.

This ensures the channel can be maintained if those who start the account leave the College.

Best Practices: All COCC-related social media account managers and contributors must follow COCC's "Best Practices for Effective Social Media Communication."

Things to consider before you get started:

Social media is not always the answer. Ask yourself the following:

- What are my goals? How will I measure success?
- Who is my audience? Is my audience using this channel?
- What will my content be? Who will generate it? Why would my audience care about the content?
- Who will maintain the account? Who will respond to comments during non-business hours?
- Is this account sustainable?
- What is our transition plan if the main driver behind the channel leaves?

Do your research.

- What are other groups/brands like mine doing?
- How much success are they having (followers/likes/interactions)?
- How often are they posting?
- Be a regular user of the channel before setting up a COCC-related account.

Yes, I want to use social media for this purpose. Now what?

- Contact College Relations for approval and guidance on set-up. A member of the College Relations Office MUST know your login information and be setup as an account administrator.
- Develop a social media calendar.
- Determine who will be posting to the account.
- Determine what privacy setting is appropriate.
- Share "Posting Guidelines" on the channel, see below.

COCC Posting Guidelines Example (for visitors, fans or followers)

"This Facebook page is a resource of Central Oregon Community College. However, any and all content posted by "fans" is the property and responsibility of the fans, not COCC, and may not reflect the view of the College.

We encourage you to share your opinions and comments freely. The freedom to post, though, comes with the responsibility to do so in a professional manner. Conversations will be moderated and any posts that are considered to be offensive, inappropriate, derogatory, discriminating or threatening in nature, will be deleted at the sole discretion of COCC.

Commercial offers or spam are not permitted and will be removed.

If you are featured in a photo posted on this page and do not wish to be please contact the administrator to have the photo removed."

Contact Information

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