

Social Media Guidelines

Social media has become an ever-growing trend, providing us as an institution, a way of communicating with students, prospective students, faculty, staff, community members and so much more, all through the simple click of a mouse. To reinforce and uphold Triton College's brand standards, we are asking that any department(s), club(s), or organization(s) follow these simple guidelines that we have set in place. These guidelines are not designed to inhibit a social media presence, but encourage and facilitate the process, helping ensure success.

Notify the Marketing Department:

If any student, campus organization, department, etc. wishes to create a Facebook page they must contact the Triton College Marketing Department to facilitate the process. Submit a Marketing Request outlining the purpose for the page, the mission statement, any contact information and what you would like the page to be named. We ask that this process be followed to ensure that the Facebook page may be accessible by the master Triton College admin account and conform to brand standards and guidelines.

Updating:

Once Facebook pages, or any social media pages are developed, they must be properly maintained and updated, often. It is important not only to establish a social media presence, but also to uphold that presence. Creating a plan ahead of time, outlining who will be responsible for content and how often updates will happen will help ensure that page will be properly maintained.

Adhere to Triton Standards:

Once a social media page is established, it is important for the messages that are presented to be thoughtful, factual and appropriate. A certain degree of etiquette is required, avoid spamming users, do not use information inappropriately, do not post offensive things and most importantly, consider your audience. Finding a proper balance of what and when to post is important, so as not to turn users off by posting irrelevant or unimportant information, or by not posting enough.

Uphold the Triton College Brand:

Upon requesting a social media page, a profile image, cover photo, etc. will be created and placed on your page to create consistent branding across all social media platforms. If you would like a change to any of the imagery, please submit a marketing request and we can update it. If you have an existing social media page, you must put in a marketing request to have imagery created for your social media page to maintain brand standards.

Posts:

When posting content to your social media page, avoid using third party content and refer back to the Triton College website whenever possible. Respect user privacy and abide by copyright laws. Along with posting appropriate content for users, it is also important to monitor posts from users. Comments and posts by other users on the page must be appropriate and not have inappropriate slang or swearing. Posts that are deemed harmful or offensive should be removed. Social media encourages users to post their thoughts and feelings, which is acceptable, so long as they do not offend, harm or insult another user, demographic, race, gender, etc.