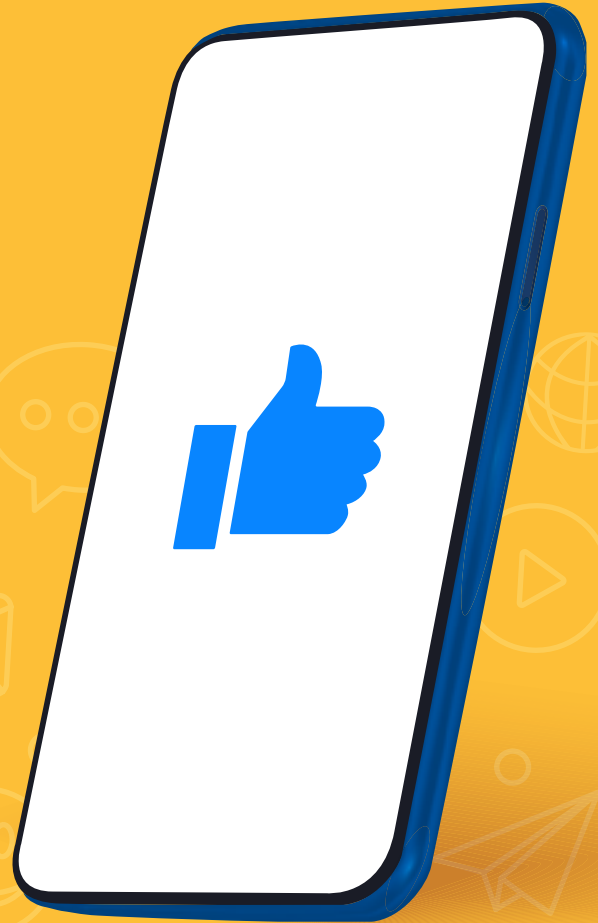


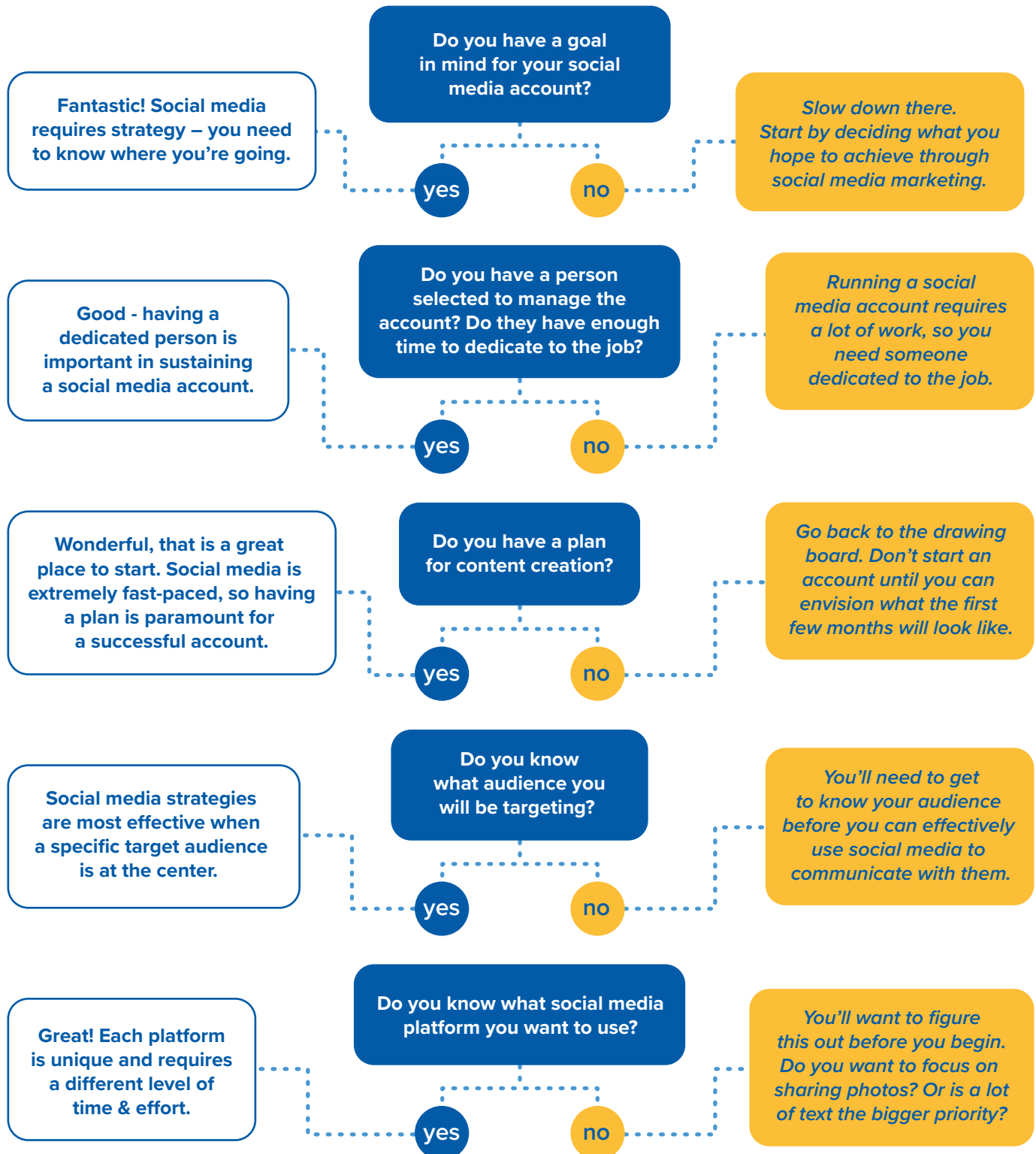
# **CCS Social Media:** *A Guide for Success*





## You're thinking about creating a social media account... but is it the right move?

Before beginning your account, make sure you can answer  
“yes” to all the below questions:



## ? Now that you've decided social media is the way to go – *let's go over a few more questions.*

### Who can manage a CCS-affiliated social media account?

A: Only **Account Administrators** are authorized to manage and monitor **Official Social Media Accounts**. CCS employees, student-employees, or volunteers can become Account Administrators.

### What is the first step?

A: You must submit a [Marketing and Public Relations service request](#). The M&PR team will meet with you to discuss goals for the social media account. Once the account is approved and created, the username and password must be stored in our **social media ledger**. We will only be involved in monitoring the account. However, we do reserve the right to take the account offline in case of emergency.

### What does it mean to represent CCS?

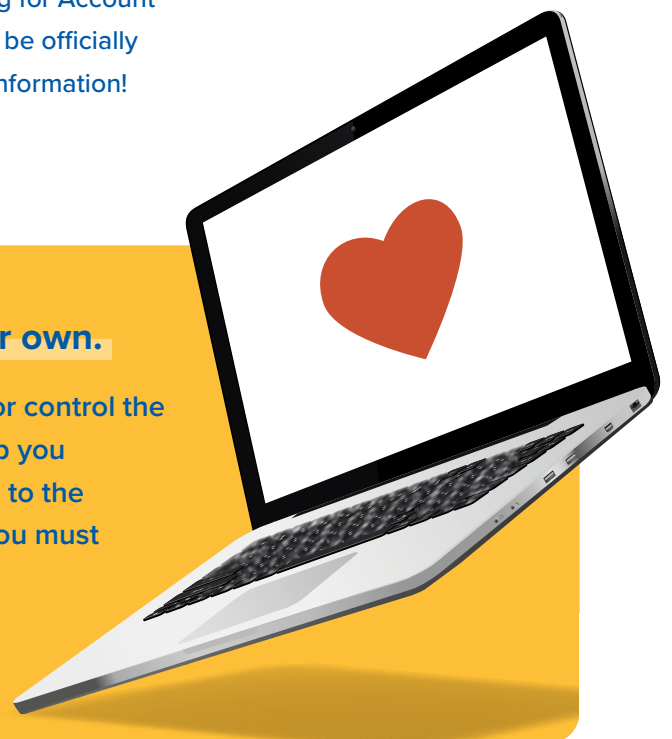
A: Social media accounts that are sponsored by CCS and officially represent a CCS division college, team, club, department, unit, or program are all owned by CCS. To learn more about the necessary compliances to running a CCS-sponsored account, please visit the “Legal and District Compliance” section of the [Social Media Governance document](#).

### Is there any Social Media Training offered?

A: Yes! The M&PR team is currently working on social media training for Account Administrators. This training will be required before your platform can be officially registered as a CCS-affiliated account. Check back soon for more information!

### **Don't worry – your account will still be your own.**

Our M&PR team does not want to police your account or control the content you put out. This guidebook is designed to help you effectively communicate online and utilize social media to the best of your ability. There are security considerations you must consider, and this guidebook will help you navigate potential online obstacles. You have creative freedom, and we are here to help!





## Best Practices for Social Media Usages



### *Do these:*

- ✓ **Meet your audience where they are** – Content on your social media pages should be customized to your audience. For balance, follow the 80/20 rule. 80% of your content should be relevant to the entire audience while 20% or less can be specifically about your department, mission, or services.
- ✓ **Choose your social media platform carefully** – Social media management is not one size fits all. Think about this first – what are your purpose and goals? If you want to drive traffic to a website, then Twitter or Facebook might be the best fit. If you're looking to use visual storytelling, then Instagram is the way to go.
- ✓ **Match your content to the specific platform** – You should not necessarily post the exact same content to Twitter and Instagram. The topic can be the same, but the delivery must be adapted.
- ✓ **Find your voice and maintain it** – Try not to take yourself too seriously. Develop a personality for the account and have fun with it. Be personable – and consistent.
- ✓ **Curate a calendar** – Maintaining a social media account takes a lot of work, so planning is essential. Try not to schedule more than two weeks in advance so you don't lose all sense of spontaneity, but you'll thank your past self by keeping a checklist of ideas & dates.
- ✓ **Measure your success** – What's working? What isn't? Monitor what type of content obtains the highest rates of engagement. Consider what you learn along the way when making future decisions.



### *But don't do these:*

- ✗ **Don't ghost your account** – Think long-term when it comes to starting a social media account. What will happen in the future if the current account manager is no longer available? Make sure there is a team behind the account.
- ✗ **Don't share too much (or too little)** – Be careful with what you share. Don't share too much information or flood your audience with posts. On the other end, don't post so infrequently that your audience forgets why they are following you. A social media calendar is imperative to address these potential problems.
- ✗ **Don't ignore or delete comments or feedback** – It is important to engage with your community. Addressing negative comments shows that you are proactive and willing to listen to other people.
- ✗ **Don't forget you are representing CCS** – All CCS-affiliated social media accounts must follow our brand standards. Don't forget that you are representing more than just your group.



## Know Thy Platform

Metrics and tips for utilizing social media.



### FACEBOOK

*Established & Recognized*

Facebook is the biggest, most active social media platform and is practically mandatory for any organization building an online brand.

- ✓ Has potential to reach largest audience
- ✓ Great at hosting both photos and videos
- ✓ Allows for long captions
- ✓ Paid advertising is most cost effective
- ✓ Good avenue for posting events and driving engagement
- ✓ Facebook has high name and brand recognition



### INSTAGRAM

*Visual & Engaging*

Instagram is photography-based and is the prime platform to share news and information visually.

- ✓ Excellent platform for video sharing
- ✓ Use industry-related hashtags for effective networking
- ✓ Good for “behind-the-scenes” content
- ✓ Less formal, more fun. Ability to stretch your creative wings
- ✓ One of the most popular social media platforms
- ✓ Allows for multiple hashtags



### TWITTER

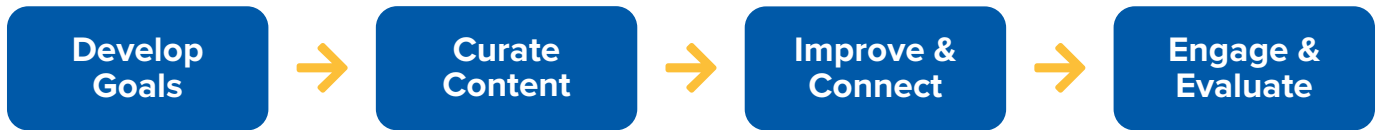
*Brief & Relevant*

Twitter is time-sensitive and most effective when broadcasting brief, pertinent news without spamming your audience.

- ✓ Allows for multiple posts a day
- ✓ Real-time updates and rapid communication
- ✓ Easy and effective to use, however its audience will likely be smaller compared to other platforms
- ✓ Trending hashtags boost views and engagement



## Creating Your Social Media Content Strategy



**Develop Goals:** What do you hope to accomplish? Social media centers around creating a dialogue with your audience and providing a space for interactions. Think about the tangible results you aim to see through social media usage.

**Curate Content:** Your page should visually reflect your area of CCS. Create content that tells your story. Where did you come from and where you are going? Be transparent and experiment with different storytelling methods to see what works for you and your audience.

**Improve and Connect:** Pay attention to the analytics of your account. What type of content has seen high engagement? Create a voice for your page and be consistent.

**Engage and Evaluate:** You want to be as approachable as possible. Engage with your audience and continually adapt to their feedback.

*Consider your audience and their needs. What do you want from them? What is your purpose behind the account? Decide how often you want to post. Your content strategy is important throughout the development process of the account.*

**A content strategy should be informed by a number of factors including:**

- Listen to online conversations and keep abreast of the current hot topics. What do your users want to hear about? What do they need help with? Your content strategy is going to change with time – as it should.
- Keep your priorities in mind. Don't lose track of the reason you started the account.
- Keep and evaluate historical data on past performances. Adapt your content strategy based on your results.

*The needs of your audience should not outweigh the needs of your department. A lot of thought, time, and effort goes into the creation of a social media account. Your strategy will develop with time but always remember that social media is a tool in your larger marketing plan. One way to help balance the needs of your audience with your own needs is by crafting an editorial calendar to plan future posts and campaigns.*

## Tips & Tricks



### Facebook

- **Content** – Post frequently but try not to overdo it. Organic content (uploaded photos, videos, and text) takes precedence over external content (YouTube videos, links, etc). Avoid large amounts of text on images, as it's not accessible and will rank lower by Facebook's standards.
- **Timing** – Use analytics and data to determine the best time to post. Plan for high overall activity to ensure a post is seen by as much of your audience as possible.
- **Advertising** – Paid reach, boosted posts and organic content are essential advertising tools. Advertisements have the potential to reach a large audience based on targeted demographics. The audience does not have to follow your account to see the ads in their feed.
- **Insights** – Facebook Insights is a powerful tool to discover what type of content has been working and what has been low-performing. These analytics include overall engagement numbers, page views, and reach. On the first day of a new month, mark down the results from the last month to keep track of changes over time.



### Instagram

- **Content** – Photography quality is incredibly important. Post visually interesting content of high quality in order to compete with other brands on Instagram.
- **Hashtags** – Use the # symbol to create tags that make your posts searchable. When appropriate, use relevant trending topics, or CCS staples, such as #SCC, #SFCC or #CCS. Always test hashtags before you post to make sure they're not already being used for a different purpose.
- **Sharing & Tagging** – Show your audience you care. Search locations and keywords to share other relevant public posts. Sharing posts lets people know there is a real human behind the account watching and paying attention to other parts of CCS.
- **Consider Stories** – Instagram Stories is a powerful tool for event promotion. Add to your story before an event and the day of to remind your audience without dedicating a repetitive post on the main feed.



### Twitter

- **Content** – Short and sweet – that's the Twitter recipe. You will be severely limited on the number of characters, so focus on key details.
- **Hashtags** – Check what is trending on Twitter. Is there a trending hashtag that pertains to your account? Using a trending hashtag will increase your reach – just make sure to be timely! Make sure to explore trending hashtags before using them, sometimes there may be hidden second meanings that you are not intending.
- **Length** – When you need to create a Twitter chain (more than one tweet linked together) do not end one tweet in the middle of a sentence. Finish your thought in one tweet before moving on.
- **Follow Back** – Try following other CCS-affiliated accounts. This will increase your name recognition and people are more likely to follow you if you are already following them.



# A Guide to Crafting & Posting Content

## Monitoring & Maintenance

M&PR reserves the right to dissolve or suspend accounts if they are not being actively used within 90 days or are not following [CCS policy and procedures](#). Fifteen days' notice will be given before action is taken.

Despite best efforts, posts containing inaccurate or incorrect information may occur. Deciding when to delete or correct a post depends on the circumstances. Deleting a post may be necessary when the post never should have been made in the first place. Correcting a post clarifies or corrects language while preserving the content of the original post.

## Dealing with Negativity

Dealing with negativity online is just a part of the job when it comes to running a social media account. We find it's best to immediately offer help and provide resources. Inappropriate or inflammatory comments can be removed, but constructive criticism should be allowed to stand and should be addressed. Try to remain positive and offer resources. Take the conversation offline as soon as possible by offering to direct message or email them.

## Online Security

If an Account Administrator leaves CCS, they must be immediately removed as an Account Administrator on the account, and the password must be changed. Also, make sure to notify the M&PR team of the change and share the new password.

*Do not use any identifying features about people other than their name. These prohibited items include: a home address, social security number, school ID number, etc.*

## Paid Advertising

All paid advertising on social media **must** go through the M&PR team at CCS. No other entity (including clubs, departments, organizations, sports teams, etc.) may promote over social media using paid advertising. If you have a request for paid advertising, contact the M&PR team to learn more about the available options.

## Social Media as Public Record

All content published by CCS is a public record and is subject to Washington State Public Records law and requests. All CCS Official Social Media Accounts must be archived using a third-party social media archiving platform. Please contact CCS Marketing and Public Relations at [ccs.skitch@ccs.spokane.edu](mailto:ccs.skitch@ccs.spokane.edu) to link social media accounts to the archiving software service. What does this mean for you? Remember that everything you post becomes a public record, even items that are deleted. **Think before you post.**

## CCS Brand & Style Guide

This [style guide](#) is a reference tool to help all departments apply a consistent branded look to all CCS print and digital communications.

*Here are a few highlights to keep in mind:*

- **Naming:** When naming your account, all names should begin with your college name or the college acronym, i.e. SCC. The image "profile" photo associated with your account should also be clearly associated with CSS.
- **College logos:** The college logos should never be manipulated or changed. This includes changing the size of the elements, changing the colors, or changing the order of the elements.
- **Brand colors:** CSS has both primary and secondary colors to use for design. Whenever possible, use the brand colors when designing elements for social media.
- **Typefaces:** CCS has two official typefaces for print and web content. These typefaces have variations that are also acceptable to use.



## Got questions?

We're always here to help, whether it's setting up accounts, responding to questions or complaints, general social media advice, and more. Contact our office at [ccs.communicationsoffice@ccs.spokane.edu](mailto:ccs.communicationsoffice@ccs.spokane.edu) or [ccs.skitch@ccs.spokane.edu](mailto:ccs.skitch@ccs.spokane.edu), or submit a [Marketing and Public Relations service request](#).



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