# CATAWBA COLLEGE
EST. 1851

SOCIAL MEDIA GUIDELINES

Social media enables Catawba College to connect with key audiences such as students, alumni, parents, donors, employees and the surrounding community. It allows us to freely and easily share news, events, features, and important announcements.

If you or your department creates, owns or posts to any social media account on behalf of Catawba College or as an official representative for your department or the College, follow the established guidelines below.

Following these guidelines will help ensure and maintain consistent branding and messaging so that we all "speak the voice of Catawba" and maintain and present a common, positive tone and impression on prospective students and our social media audiences in general.
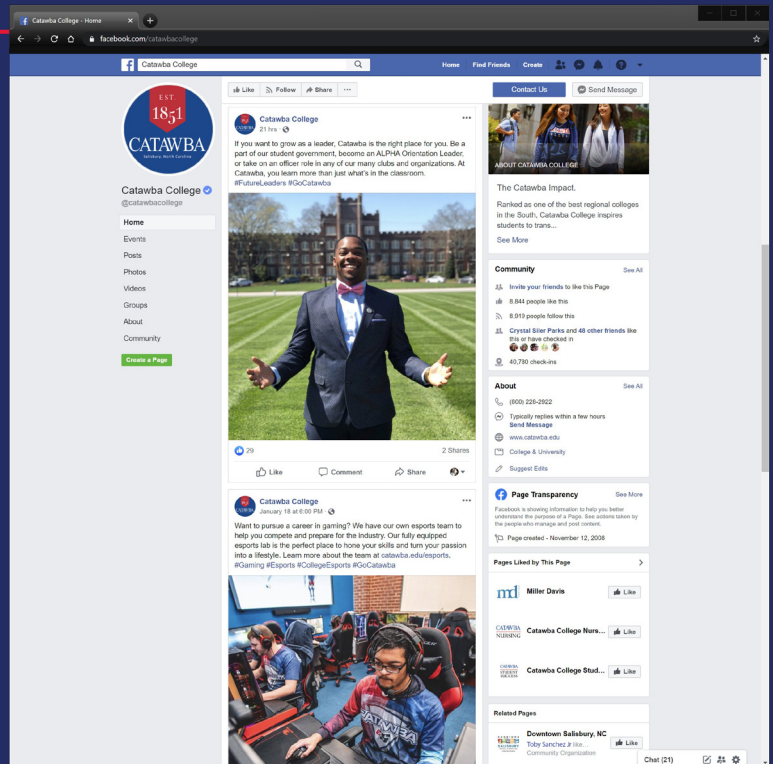
Graphic and Branding Standards

LOGOS, PROFILE PHOTOS, COVER PHOTOS, ETC.
The Office of Public Relations can help brand and/or provide logos and photos for your social media accounts. If your department does not have an existing logo or you do not have one on file, simply contact Public Relations. **Do not design or create your own logo**. The Office of Public Relations is tasked with creating all logos to ensure acceptable, professional, consistent, and accurate branding for the College.

Follow all established Catawba graphic standards when it comes to font, color, phrases, logos, etc. If you are unsure or have any questions, just reach out to pr@catawba.edu.

SIZING
Below are the guidelines for correctly sizing images used on social media:

- **Facebook/Instagram/Twitter Profile Image:** 600x600 pixels (180x180 absolute minimum). The best practice is for the profile pic to be your logo. Make sure it fits comfortably in a circle without being cropped or cut off, as many social media sites will frame the picture in a circle on the page.
- **Facebook Cover Photo:** 851x315 pixels. Make sure your cover photo is optimized for 640x360, because it will be cropped on a mobile device. This means that any words used in the image should fit within the 640x360 pixel size.
- **Facebook Event Cover Photo:** 500x262 pixels. Any Facebook events created should include all relevant info, including date, time, location, and a short description of the event. Try to limit any text used on the cover photo graphic (date, time, location), since this will be in the details of the event.
- **Ad photos:** For any posts that will be turned into ads, make sure that text on the photo is limited to covering up to 20% of the picture. Otherwise the ad will get rejected.

Creation and Ownership

NEW ACCOUNT CREATION

New social media accounts should not be created without the explicit approval of the PR office and marketing team. Contact pr@catawba.edu with any questions regarding this process.

DISPLAY NAMES, USERNAMES, & HANDLES

Display names, usernames, and account handles are very important, as they help followers find you and quickly intuit what the purpose of the account is. When setting up your username/account/handle, remember that you will be representing Catawba College and/or your department – *not yourself*. Personal names should be avoided as they may create confusion and may be confused with personal accounts/pages. The account name should reference Catawba (or Cat-U/CatU) and the service/job title/department for which it is used.

For example:

> **CORRECT** ➤ **Acceptable Display Names:** Catawba Webmaster, CatU Webmaster, Catawba Web
> **Acceptable Usernames/Handles:** @CatawbaWebmaster, @catuwebmaster, @catawbaweb

> **INCORRECT** ➤ **Incorrect Display Name:** Maegen Worley, Webmaster
> **Incorrect Usernames/Handles:** @CatawbaWebWorley, @CatawbaWorley, @webmasterworley

LOGIN INFORMATION

The Office of Public Relations should receive a copy of the login credentials for all new and existing social media accounts. For Facebook accounts/pages/groups, Maegen George Worley should be made an admin will full permissions. This ensures that Catawba has access to all accounts and aids in a smooth transition when a change in employment, responsibility, department, or position takes place.

ADMINISTRATION

Before creating a social media presence, you should:

- **Understand the Guidelines:** All administrators should know and understand the social media guidelines and policies before posting.
- **Roles:** Clear roles should be defined as to who will be responsible for creating content and managing the accounts. This includes replying to comments or personal messages, if need be.
- **Longevity:** If a current page manager changes roles, responsibilities, or is no longer at Catawba or no longer wishes to manage the page, a new manager must be named and informed of their responsibilities so that the account smoothly transitions to the new admin.
- **Breaks:** During the summer, accounts can often be abandoned or forgotten. The account administrator should continue to utilize the page and ensure it is ready to be used in the fall.

HELP US PROMOTE YOU

Catawba has a social media directory in which all the known official social media accounts are listed. To be included and to help raise awareness of your social media presences, make the webmaster aware of your account or username. Links to your social media will also be added throughout the website in the respective places, and will be liked/shared where possible on Catawba's main social media outlets.
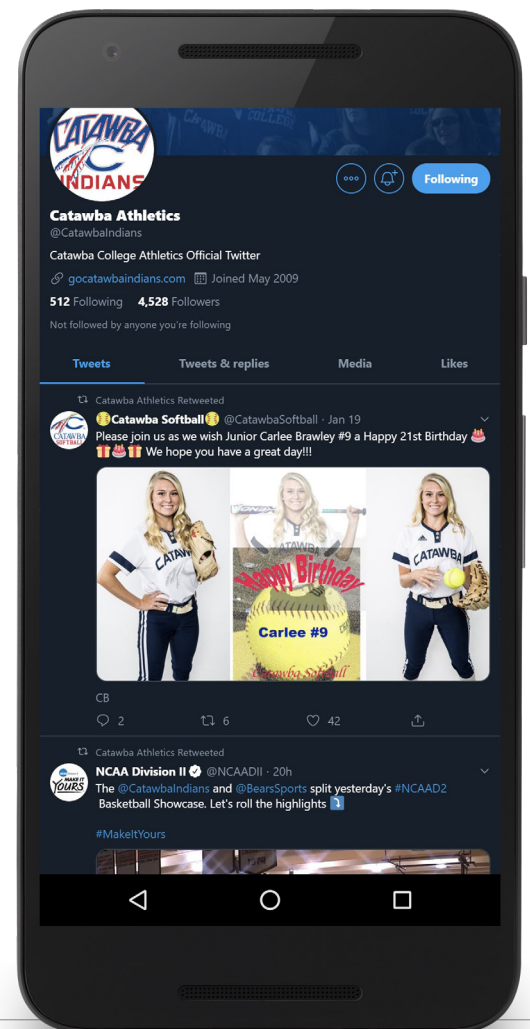
Posting Standards

TONE

As an institute of higher education, Catawba's posts should be a good balance of personal, but formal conversation, good grammar, and coherent speech as you would use in actual, personal conversation.

Keep the excitement going! There are many wonderful things happening at Catawba – be sure to relay to our audience that we are excited, so they'll be excited.

CONTENT

- **Relevancy:** All social media posts should be related to your area. Personal remarks, announcements, viewpoints, etc. about random news and events unrelated to your department should not be shared through accounts that are used on behalf of Catawba College. Know your audience and post content relevant to them.
- **Attention-Grabbing:** Try to include photos or videos with your posts. These get more attention.
- **No Expiration Date:** Use "evergreen" posts, which are content items that do not relate to specific events or occurrences. Evergreen content could be posted anytime when not promoting specific things.
- **Writing Style:** Captions should generally be kept short, including any relevant info - but avoiding filler text.
- **Emojis:** Don't overdo emojis. 1-2 at the end of posts is fine, but using more than that can be excessive.
- **Hashtags:** Use appropriate hashtags, and limit them to around 3-4 per post. Our official Catawba hashtags are #TransformInspireBelong and #GoCatawba. Check with department heads if there are any official hashtags for your group. Refrain from using #GoIndians or something similar. You must preface any use of the word "Indians" with "Catawba."
- **Re-Tweeting:** Never retweet external tweets that are not related to Catawba College or a campus community member (i.e. students, alumni, faculty, staff, donors, etc.).

THINK (AND PROOF) BEFORE YOU POST

Consider that whatever your post contains, the world can see. Although deleting posts and tweets is possible, posts can be screengrabbed, copied, shared, and carried forward within a matter of seconds. Before you post, take a moment to check for errors in grammar, punctuation and spelling. Double and triple checking that everything is spelled correctly can save a lot of embarrassment.

FREQUENCY

Accounts should be used semi-frequently, generally posting at least once a week. Make sure to post on all accounts if multiple social media platforms are used (If both Instagram and Facebook accounts are made, be sure to post on both, not just one).

MODERATION

While it is fine to moderate comments and discussions, you should avoid censoring them as they, by nature, are participatory and involve sharing among many different users. We do recommend that you monitor live discussions for off-topic or abusive comments, while still allowing for an open exchange of ideas. If you have to hide/remove an abusive or inappropriate comment, our standard is to simply do so *without* bringing attention to it. It is best to avoid engaging, replying, or commenting to the originating user about the removal or the comment itself.