**Social Media Guidelines for SVCC Departments & Clubs**

Social media are online tools that help people connect with each other and include such sites as Facebook, Twitter, and Instagram. It creates the ability to have two-way communication with targeted groups. At SVCC these groups could be current or prospective students, alumni, staff, businesses, or other community members. This provides an excellent opportunity to create a “conversation” and is what makes social media different and unique from traditional forms of media.

However, while social media provides a unique way of communicating with our community members, it also provides some inherent challenges. The guidelines\* below provide direction on how to appropriately create and maintain social media for clubs, groups, and departments affiliated with Sauk Valley Community College. These guidelines are not intended for personal social media use.

**Is your club or department interested in using social media? Here’s how you get started.**

* Consider the goals and purpose for your social media site
  + Consider the audience you want to reach and messages you want to deliver.
  + Remember that posts can be informational or educational and can include pictures or graphics.
  + Sites should be used for only representing clubs and departments of the College, not private social media accounts.
* Discuss your intentions with the department’s supervisor or club advisor
* Submit the social media application
  + The application can be found at svcc.edu/students/student-activities
  + The application can be returned to either the Student Activities or Marketing/PR Offices.
* Identify an administrator(s) for the social media tool
  + The administrator of the site can either be a student or an advisor.
  + **Advisors or college employees must have administrative access to the site(s) - no exceptions.**
  + The primary administrator is responsible for regularly updating and monitoring the site.
* Consult with the Marketing Coordinator to create you site. Face Book pages must be created directly from the main SVCC FB page.
* Appropriately name the social media account
* Approved accounts should include SVCC in the title to show relation to the College. Ex: SVCC Student Activities or SVCC Pep Club. Your name should be short and descriptive so users will be able to search you when looking for your site too.

**Monitoring the Social Media Site**

Remember that the purpose of social media is to provide relevant, current information, engage your target audience and to generate a discussion. To maintain interest in your site it is advisable to post at least once to twice a week on your site but avoid posting too much in one day as this may disengage your followers. Post information that is interesting to your followers such as events, dates, news, articles or current events related to your purpose.

Think before you post too. If you wouldn’t feel comfortable seeing what you post on the Sauk’s website or in the local newspaper, then consider if your post should be shared on your social media site *(remember: everything posted online lives forever)*. Remember that your social media sites represent you, your club or area and SVCC.

As you monitor your site, be prepared to respond to comments, even if they are negative. Respond to negative comments in a professional manner or do not respond at all. DO NOT remove a comment because it is negative. This may aggravate the follower even more. If you see a comment or concern that may require an official College response, contact the Marketing/Public Relations Office immediately. If the situation is potentially dangerous, contact SVCC Security at (815) 835-6389.

It is important that your social media sites are regularly updated. If sites are left inactive for six months (excluding summer if applicable), the page may be removed.

With these brief guidelines, SVCC organizations and departments can use social media effectively while maintaining a positive image for the College and its constituents. If any questions or concerns ever arise, please feel free to contact SVCC’s Marketing/Public Relations Office at 815-835-6219 or Student Activities Office at 815-835-6432.

*\*Parts of these guidelines have been adapted from other institutions’ resources, including the Vanderbilt University Social Media Handbook.*