



Social Media How-To and Guidebook

November 2015-16

Introduction to Facebook:

The Allan Hancock College Facebook page is dedicated to the principles of social media, interacting, engaging with and listening to fans and to the promotion of the college and its interests.

The college maintains one official Facebook page managed by the Public Affairs and Publications office. Clubs or campus groups wishing to post a message 'from' the official channel can contact Public Affairs, specifically Andrew Masuda, interim director, at andrew.masuda@hancockcollege.edu. If the message meets the content requirements detailed below, Public Affairs will/may edit as needed and post to the official page.

- The message must be related to Hancock, or of interest to Hancock students.
- The message cannot contain profanity and/or inappropriate statements.

Instructors and/or club members or organizers can post their own message to the official page at any time. This message will be posted from the account of the person making it. That person should make sure their privacy settings are in place before posting and that there is nothing on their own page that they wouldn't want their co-workers or students to see.

If campus clubs, departments, etc. would like to start their own page or group on Facebook, they must go through the office of Public Affairs and Publications. The administrator for an official page must be an employee of the college or hold an official capacity within the student club needing the account. The advisor or other official college employee associated with the club should have passwords and administrator access to the page in addition to providing administrator access to the office of Public Affairs. This access can be used in emergencies or to remove a dormant account, if necessary.

Before starting a page on Facebook consider the following:

- What are my goals?
- Who is my audience? Are they already on Facebook?
- Who will maintain my Facebook page or group?
- How much time can my page administrator commit to Facebook weekly? Will it be enough?
- What will my content be?
- What are other groups/brands similar to mine doing? Have they had success on Facebook?
- Am I willing to let others contribute content to my page without my prior approval?

Get on Facebook and look around. Managing a page is different than operating your own personal profile. Search for other schools or clubs similar to yours and see what their Facebook presence looks like. Have they had success? Has their page languished?

The Facebook Help Center is a useful, though limited tool. Look through the page management sections in the Facebook Help Center and pay special attention to items that are different from a profile, such as access, posting as your page, scheduled posts and analytics. If you have any questions or still aren't sure if Facebook is right for you, contact Public Affairs, specifically Andrew Masuda, interim director, at andrew.masuda@hancockcollege.edu. She can help you work out a social media strategy that works for you.

Once a page is established, Public Affairs can 'like' that page, making it accessible from the home page of the college's official page and giving the page creators access to the college's more than 8,500 fans. *Note: the official page can only be linked to other "pages," not groups.*

Introduction to YouTube:

The college maintains one general YouTube official channel (YouTube/AllanHancockCollege). Videos to be posted on the college's general channel go to Public Affairs and Publications for concept approval and later for final review. Playlists on the official channel include Campus Life, Student Resources, Athletics and Programs. There is also an Employee Resources channel that is hidden from public view.

The channel accommodates original videos that staff and faculty have produced, not linked content from other sources. Those wishing to produce content for the channel must authorize production time with their supervisor. All content created during college time for posting on the general channel is considered property of the college.

The college channel follows the YouTube community guidelines, which can be found at http://www.youtube.com/t/community_guidelines.

Content posted on the general Allan Hancock College channel must also meet certain criteria before being posted. Those criteria include, but are not limited to, the following:

- Videos must contain the full college name and/or logo and the complete phone number with area code.
- Videos cannot contain swearing, offensive language or music with offensive lyrics or innuendo.
- Copyright must be respected. Only upload videos that you created or are authorized to use. This includes avoiding content in your videos to which someone else owns the copyright, such as music tracks, snippets of copyrighted programs or videos made by other users.
- Videos cannot contain images, logos or words on clothing, signs, etc., that could be deemed offensive.
- Academic, how-to, and general college videos must be closed captioned.
- Videos must be of acceptable audio and video quality, meaning speakers should be wearing microphones and lighting should be adequate.
- How-to videos that include steps on the computer should incorporate screen shots when possible for improved effectiveness. When listing information or a series of facts, they should appear onscreen.

- Video production should be coordinated through Public Affairs and use AHC Multimedia Services production support, or the video production kit supplied by AHC Multimedia Services, whenever possible.

Any academic department that wants to activate a YouTube channel can request it through the Public Affairs office. Once established, the channel will stand alone and be linked to the college's main YouTube channel underneath the heading "Allan Hancock College Channels." All academic department channels should use the same content guidelines as detailed above, except that some videos (those not intended for instruction) may be shown without closed captioning. An example would be an excerpt video of an event. When in doubt, please contact Public Affairs to clarify.

To start a YouTube channel affiliated with Allan Hancock College, follow these steps:

1. Contact Public Affairs with the name and purpose of the channel you wish to create. Public Affairs will consult on the name and help with the design of the channel.
2. Choose a channel administrator or group of administrators (members of a certain academic department, for example) and establish a channel login name and password that will be known among the channel administrator(s) and shared with Public Affairs. Administrators are responsible for uploading videos, removing any offensive comments from the channel and generally keeping the channel up to date.
3. Notify Public Affairs when the channel is ready to launch (content uploaded) in order to then have it linked to the college's main channel. At this time you can request that an announcement/link to the new channel be included on the college's official Facebook page as well.

Introduction to Twitter:

The college maintains an official Twitter presence (@hancockcollege) and an athletic department account (@hancockbulldogs). Those wishing to contribute content to the college's Twitter account can send the information to andrew.masuda@hancockcollege.edu.

If your academic department or club wishes to pursue a separate Twitter account, please consider the following:

- Twitter is a very active medium and requires regular monitoring
- Twitter is best used by those with frequent updates
- Before establishing a Twitter account, consider your audience and whether they are already on Twitter or would need to be recruited to sign up

Introduction to Instagram:

The college maintains an official Instagram presence (@allanhancockcollege). Those wishing to contribute video and picture content to the college's Instagram account can send information to Andrew.masuda@hancockcollege.edu . If you are posting on your personal or program account, please tag the college @allanhancockcollege .