



## **Social Media Standards**

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A guide to Lane's participation in social media.



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The Social Media Standards are published by the Marketing and Public Relations department at Lane Community College. For more information related to topics in the guide, contact the Marketing and Public Relations department.

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**INTRODUCTION**

This document is a guide for Lane Community College's participation in social media. Having an established framework will help us build brand equity with our target audiences by reinforcing key messages and establishing a consistent voice to represent the college.

Due to the ever-changing nature of social media, the Internet, and technology, we must stay abreast of trends, best practices, and emerging ideas. These standards will be adjusted as issues and new practices arise in conjunction with the overall communication goals of the college.

**WHO SHOULD READ THIS DOCUMENT?**

It is important to familiarize yourself with the college's social media standards if you are an administrator for a Lane social media platform or if you are a student administering a profile connected to the college (i.e. a Lane student club page).

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**SOCIAL MEDIA  
OBJECTIVES**

**ONGOING OBJECTIVES**

- 20% Increase in followers
- 25% Increase in engagement on our posts
- Increase engagement with high school students
- Improve community engagement
- Build awareness

**PARAMETERS FOR MEASURING SUCCESS**

- Engagement: the extent to which users interact with Lane on social media
- Web traffic: the number of unique visitors and page views referred to Lane's website from social media platforms

## LANE'S OFFICIAL PRESENCE ON SOCIAL MEDIA

Lane maintains an active presence on a number of social media platforms. The channels listed below represent networks where Lane is currently participating.

### FACEBOOK

Lane uses Facebook pages to provide communications and engage students in dialogue regarding life and education at Lane. Lane has one primary page in addition to several other pages with a program- or club-specific focus.

**Lane Community College:** This is the official page for Lane on Facebook. The content on this page is updated daily to share events, important information, and stories of interest to its community of followers. This page is utilized to help us engage students, graduates, and community members in dialogue about the importance of education and, more specifically, the value of obtaining an education at Lane.

**Club and Program Pages:** Currently, program-specific pages are managed outside of the Marketing and Public Relations department. Each satellite page has been created to help build awareness and engagement among a smaller group of students and learning groups.

### TWITTER

Lane is officially represented by the following Twitter handles:

**@LaneTitans:** Used to connect with students and promote Lane Athletics, events, information, and stories of interest to the community. @LaneTitans is the primary Twitter handle for student and community conversation.

### INSTAGRAM

Lane is officially represented by the following Instagram handle:

**@LaneTitans:** Used to connect with students and promote life at Lane, including events, athletics, and academics.

### YOUTUBE

Lane's official YouTube channel is named Lane Community College. Here, you will find a variety of videos related to life at Lane. The goal of the channel is to use video to establish a more friendly expression of the college's brand.

### LINKEDIN

Lane maintains a presence on LinkedIn to provide students, staff, and alumni the opportunity to build professional connections. Lane's page is called Lane Community College.

**STANDARDS**

Lane Community College has established standards as a means of creating consistency across all social media platforms. All department and program communications are extensions of the overall college communication efforts. When browsing the web or participating in social media, Lane Community College visitors should experience Lane as a whole. This includes when they are interacting with any Lane entity, such as the official social media accounts or a department's Facebook profile. Individual departments and programs are representative of the entire Lane experience and vice versa.

Because of this inclusive organizational view, it is imperative to coordinate efforts with every unit of the institution and develop strategies to maximize a visitor's experience with any Lane entity both on and offline. These online communication standards supplement the overall college marketing plan and seek to coordinate communications and messages in order to increase their effectiveness.

The overall goal of communication on the web and on social media is to develop a community and foster relationships with Lane visitors. To encourage a comprehensive "Lane" experience, common branding, communication elements, and structure must be followed. This will help ensure a familiar experience to visitors who are seeking information or are interested in communicating with Lane.

These standards also seek to ensure that only relevant, connected, and valuable information is served to Lane's audiences.

**INFRASTRUCTURE**

**Page Structure.** All websites and social media profiles must adhere to the platform's terms of service (e.g. Facebook pages must adhere to Facebook's terms of service). Specific infrastructure considerations:

**Facebook:** All unit and departmental social profiles must be pages. Individual, personal profiles for organizational use are against Facebook's terms of service. Pages also provide a comprehensive analytics package on viewers and follower involvement that can be used to improve the page overall.

**YouTube:** Departments and programs are encouraged to create YouTube channels only if they are able to regularly update the channel with new content (recommended: one video every 6-8 weeks). If you would like to contribute to the Lane Community College YouTube channel, contact a representative from the Marketing & Public Relations department.

**Open Information.** All official college profiles are intended to be non-exclusive and open for viewing. Avoid making information private or requiring membership to view information.

**Linking and Connection.** For best results departments and programs should create links between all of their profiles, their departmental website, the main college website, and the main college profiles. Many social networks have spaces for more information, websites, favorite pages, and other ways to promote outside links. Many users who find social profiles are interested in both the department's page and other information. Making Lane information easy to find encourages engagement and leaves visitors more informed and satisfied.

**STANDARDS**

*Example of department profile image*

*Example of an official profile image using the icon version of the logo. For use on Lane's official social media sites only.*

**Logos and Profile Images.** Departments and programs are encouraged to incorporate the official Lane Community College logo into their profile image to increase brand awareness. Please note that the Lane Community College "sun" icon is strictly reserved for the college's official social media profiles outlined on page 4.

Pictures of individuals or groups of people as a departmental profile image are not appropriate.



**Titles and Profile Names.** When choosing a name or title for your social profile, be sure to include the word "Lane" and some identifying keywords of the department or program. Do not use the term "LCC" or other acronyms in a title or profile name.

Because some profile names cannot be changed after creation, it is recommended that page administrators request the approval of a representative from the Marketing and Public Relations department prior to creating a social media account.

**Sample Profile Name:** Lane Community College Marketing and Public Relations

The above naming model is a safe way to ensure search engine optimization and compatibility with other departments and programs.

**Unique URLs.** Many social profiles allow for the creation of a unique link or URL to the page. If given the opportunity, departments and programs should create a unique URL for their profiles. Be sure to include the word "Lane" and some identifying keywords of the department or program in the URL.

**Sample URL:** facebook.com/lanetitan

**STANDARDS****OPERATION**

**Administration.** At least two administrators should be appointed to each social media profile or website. At least one must be a Lane Community College staff member or faculty member. Students who serve as administrators should understand these standards and proper web protocol. Upon departing Lane, it is the responsibility of a profile or site administrator to find an appropriate replacement.

A representative from Lane’s Marketing and Public Relations department should also be included as an administrator on any social networking site that is moderated and maintained as an official presence of the college. This assures us that these networks continue to function despite personnel changes, allows us to track usage, and, if necessary, to quickly remove content that violates Social Media policy.

For social media sites that allow only one administrator per account such as Twitter and Instagram, it is required that current login information be submitted to marketing@lanecc.edu. Administrators at Lane reserve the right to act as administrators and moderators of any official social media accounts of the college.

**Moderation.** Departments and programs must develop terms of use which detail allowed user-generated content, moderation processes, and grounds for deleting inappropriate material. Departments and programs are responsible for content posted on social profiles and websites.

**Comments and Conversation.** All administrators on social media profiles speak on behalf of Lane. It is important to avoid posting personal claims, observations, or opinions under the name of the college, a department, or program.

The same rules of human interaction and conversation apply to social media. Be respectful, be fun, and be conversational.

Promptly reply to users who leave comments on a page – by doing so, departments and programs can develop important relationships and trust with their followers. If an answer to a question is not known, it is best to research the answer or guide the commenter in the right direction.

Developing processes and strategies to regularly monitor and reply to comments will establish departments and programs as highly interactive, encouraging audiences to develop relationships with the department or program.

**Ownership Rights and Copyright.** By posting content on social media profiles, departments and programs affirm that they own or have the right to post and display that content. It is essential to attribute all images, multimedia, and text to the original author or owner, providing a web link whenever possible.

All images and videos that depict individual people in a recognizable way require collection of a photo release form from each person in the photo or video. Photo release forms are available from the Marketing and Public Relations department.

Departments and programs must comply with all copyright and intellectual property laws.



**STANDARDS**

**Transparency.** In the world of social media, everything happens in real-time and at lightening speed. If a post is removed or changed, chances are that many users already have seen the post. It is important that there is a sense of transparency on all Lane Community College social media pages and accounts.

**Tip on Transparency:**

1. If asked, be sure to identify yourself as a Lane Community College social media representative.
2. Let the social media community discredit individuals who post questionable opinions.
3. Do not delete a post or comment unless it contains derogatory language or content.

**Planning.** Departments and programs should develop a general plan for communication on social profiles, including answering the following questions:

- Who are we talking with on our profile?
- What do our followers want to hear or see?
- How often should we post content?
- To what comments should we reply and how often should we reply?
- Who will the administrators be?
- Who is responsible for posting?
- How will we promote our profile?
- How will we know our profile is successful?

**PRIVACY**

**Privacy.** Audiences expect and require confidential and private matters to remain that way.

Never reveal confidential, proprietary, or otherwise private information about any person, organization, or Lane and its students, employees, or alumni.

Be mindful of existing federal laws such as HIPAA and FERPA, which prohibit disclosure of certain personal information. In addition, remember to practice good ethical judgment.

## BEST PRACTICES

The goal of social media is to provide valuable content and conversation to audiences. The result of delivering value is usually engaged audiences and improved relationships. In all communications, try to provide value to the audience and offer incentive to participate and engage with the department or program. The following best practices can help you achieve these goals.

- **Tone.** Fun, friendly and professional. Show brand personality and interact with audiences naturally.
- **80/20 Rule.** The majority of content should relate to what your audience is interested in. While some posts can feature news related to Lane, administrators should follow the 80/20 Rule when posting content to encourage engagement. Eighty percent of content should be interesting and sharable, and 20 percent should be related to Lane messaging.
- **Limit Text.** You don't want to overwhelm your reader with too much information at first glance. Shorter posts with 100 to 250 characters receive 60% more likes than longer posts.
  - Use an engaging headline or photo to catch your audiences' eye and drive them to a link with additional information.
- **Optimize Links.** After you paste a link, a linked box and image should appear. Once this appears, you can delete the pasted link.
- **Include Visuals.** Posts with videos and photos perform 100-180% better than text-only posts.
  - Make sure images are high quality.
  - Photos of events, classes, programs, facilities, and other fun items can provide value to followers. Recognizable images of people must have a release waiver by the person in the image to be posted and tagged. Release forms can be found at <http://lanecc.edu/mpr/photo-release>
  - For best results, limit length of videos to 15-30 seconds.
- **Maintain a Policy.** Clearly state Lane's interaction policy found on page 11, somewhere on your page or profile. This is a crucial aspect of mitigating negativity on social media.
- **Engage Your Followers.** Ask questions and encourage interaction. Social media provides an opportunity for us to have real, two-way conversations with users.
- **Update Frequently.** Post regularly enough to keep followers engaged but not overwhelmed.
- **Remember Social Media is Social and Crowded.** Before posting, think about what sort of content Lane's internal and external audiences would want to see on their personal homepage. We want to curate content that stands out and encourages engagement.

**MANAGING  
NEGATIVITY**

It is not always possible to avoid negative user engagement. Administrators should take steps to monitor Lane's social media profiles for potential problems.

**BE PREPARED**

**Monitor:** It is important to monitor your social media pages on a daily basis. This will ensure that you are quickly aware of any issues.

**Communicate:** Create a list of your contributors and communicate with them regularly.

**Plan:** Establish a plan that can be implemented when negative comments are received.

Most importantly, remember to stay calm. Think through your strategy before responding. If you are not sure how to proceed, consult with a representative from the Marketing and Public Relations department at [marketing@lanecc.edu](mailto:marketing@lanecc.edu) before taking action.

**RESPOND OR REMOVE A POST**

In the event of a negative comment or post, we have developed the following policy for managing the situation. It is usually best to respond in the thread of discussion rather than to create a new post or delete the comment. However, it is occasionally advised to remove a post if it violates Lane and/or Facebook policies. If you are unclear as to what action to take, please contact a representative from the Marketing and Public Relations department at [marketing@lanecc.edu](mailto:marketing@lanecc.edu).

**Guidelines For Removing a Post or Comment:**

1. Determine that a violation of Lane and/or Facebook policies has occurred (see Lane Online Interaction Policy on page 11).
2. Take a screen shot of the post.
3. Delete the post.
4. Send the screenshot of the offending post and documentation of the steps taken to a representative from the Marketing and Public Relations department at [marketing@lanecc.edu](mailto:marketing@lanecc.edu).

Some followers who are engaged in the conversation may accuse the college of censorship. If this occurs, please respond with some variation of the following:

"Lane adheres to the Statement of Rights and Responsibilities provided by Facebook and our own online interaction policy. We only remove posts that are in violation of these rules and threaten the safety of discussion in this forum."

Provide the link: <http://www.facebook.com/terms.php>

**Please Note:** If possible, paraphrase the quote above so that it does not sound too prescribed. Remember, social media is conversational.

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**HOW TO GET  
YOUR PROGRAM  
INVOLVED****WHAT SHOULD YOU DO IF YOU WANT TO CREATE A PRESENCE FOR YOUR  
DEPARTMENT, EVENT OR GROUP ON SOCIAL MEDIA?**

If you represent a Lane department, program, club, or organization, we encourage you to be involved in social media.

In order for a program to have a social media presence officially recognized and promoted by the college, the program must agree to follow the standards outlined in this document. When your social media presence is approved by the college, it will also be posted on the college's website as an official social media profile. Email a representative from the Marketing and Public Relations department at [marketing@lanecc.edu](mailto:marketing@lanecc.edu) for approval.

**LANE ONLINE  
INTERACTION  
POLICY**

This policy should be easily accessible to anyone who visits an official Lane social media profile. The policy outlined below pertains to Facebook, however, it is important to note that followers on other platforms such as Twitter or Instagram are expected to adhere to the same rules regarding conduct and interaction. Please take care to make this explicitly clear to your followers on any platform.

*LANE COMMUNITY COLLEGE  
FACEBOOK CONDUCT GUIDELINES  
AND CONTEST OFFICIAL RULES  
Updated October 1, 2015*

**OVERVIEW.**

*Lane Community College is excited to participate in social media and other online channels with students, staff, friends, and community members. This document contains important and official rules regarding expected conduct on our Facebook Page and participation in any and all contests, raffles, or sweepstakes.*

**CONTEST PARTICIPATION.**

*Lane Community College will occasionally post questions on Facebook inviting community responses. Any fan of Lane's Facebook page can participate, and these respondents may be selected to win prizes based on their participation. Participation includes any comments or likes on the contest post. Entry responses cannot contain, as determined by Lane Community College, content that is sexually explicit, violent, derogatory of any ethnic, racial, gender, religious, professional or age group, which violates any law, or which communicates a messages inconsistent with the positive good will to which we wish to associate.*

*Entry deadlines will be specified in each initial contest post and only entries submitted prior to the deadline will be eligible to win. Contest and raffle winners will be randomly selected by Lane Community College or selected by popular vote (represented by "likes"), depending on the contest at hand. Winners will be announced on Facebook and prizes can be claimed by contacting a representative from the Marketing and Public Relations department at [marketing@lanecc.edu](mailto:marketing@lanecc.edu) within two weeks of the winning announcement. After two weeks, winners automatically forfeit any unclaimed prizes.*

*Please note that by engaging in the form of likes and/or comments on contest-related posts, you are agreeing to the terms of these official rules. Please also note that these contests and raffles are in no way sponsored, endorsed, or administered by, or associated with Facebook.*

**ONLINE CODE OF CONDUCT**

*If you are a student of Lane Community College, please be sure to abide by the student code of conduct, which is posted on the college website. The link to Lane Community College's code of conduct can be found here:*

***<https://www.lanecc.edu/copps/student-code-conduct>***

**LANE ONLINE  
INTERACTION  
POLICY**

*By engaging on social media profiles and websites officially administered by Lane Community College, it is understood that user-generated content on college social media profiles or websites does not reflect the opinion or interests of Lane Community College or its officers and must not be inappropriate in nature. All participation and user-generated content appearing on Lane Community College social media profiles is subject to this agreement.*

*We ask all participants on Lane Community College social media profiles and websites to act appropriately and respectfully with the other participants in our online community. We ask that all participants on Lane's social media profiles refrain from derogatory content, which includes, but is not limited to, content which is illegal, blatantly profane, violent, sexual, pornographic, discriminatory, or otherwise defamatory.*

*Content that is considered spam, commercial, or intended to sell, advertise, or promote goods, services, organizations or individuals is also deemed inappropriate. All content deemed inappropriate will be removed at the discretion of a Lane Community College online administrator.*

*All content posted on pages and websites administered by Lane Community College is subject to applicable copyright laws. Users may only post content of which they are the owner(s) or have written or licensed permission from the copyright owner to share the content (i.e. under an attribution Creative Commons license).*

*Lane Community College accepts no responsibility or liability for any data, text, software, images, videos, messages, audio, or other content that is generated by and posted publicly by users other than Lane Community College in its official capacity. Lane Community College accepts no liability or responsibility whatsoever for the content of any target third-party site linked from this page.*

*Lane Community College reserves the right to amend or modify this agreement at any time. All modifications are effective on the revision date. Lane Community College is not required to notify individuals who follow or "like" pages, profiles, or websites for changes to become effective.*

*Lane Community College thanks you for your participation in creating a safe, respectful, and vibrant community. We look forward to sharing with you!*

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**SUMMARY**

Our overarching goal in the implementation of these standards is to provide every program and Lane representative with the necessary tools to maximize the opportunities available through social media. These standards reflect the big-picture view of how to approach social media. Of course, implementation will require administrators to develop additional tactics to guide the day-to-day activities that will help you accomplish your goals.

