Departmental Social Media Standards and Guidelines

Social media platforms are powerful communications tools that have a significant impact on organizational and professional reputations. At Kirtland Community College, we encourage involvement across campus in social media. By the usage of social media, we can create an engaging environment for those in and around the community to connect and stay informed on all the latest news and events happening at Kirtland.

After establishing an individual departmental social media platform, inside Kirtland's Meta Suite, the following standards and guidelines will help you properly maintain your page.

General guidelines

- Be respectful, professional, and mindful of diversity and inclusion
- Protect confidential information and data
- Don't engage in controversial or sensitive topics (politics, religion, etc.)
- Monitor and moderate your social media platform regularly

Content creation

- Ensure accuracy, timeliness, and relevance of content. If it is not related to Kirtland, then it does not need to be on a Kirtland social media platform
- Make sure you use easy to read language and avoid usage of slang
- If posting on an article or secondary source, please use proper citation and ensure credit is given to the source
- Avoid usage of copyrighted material. If you must use copyrighted material, refer to your preferred social media platform's guidelines on usage
- Do not post any content that may be misleading in nature

Audience Engagement and communication

- Respond to inquiries and comments in a timely and respectful manner
- Avoid conflict in conversations and remove negative audiences when applicable
- If misleading information is being provided in a conversation assess, address, and correct any and all inaccuracies
- Use appropriate channels for different types of communication (Know when a reply should be public and when it should be private)
- Maintain Kirtland branding and style guidelines when creating content

Legal and ethical considerations

- Comply with copyright and intellectual property laws
- Respect privacy and data protection regulations
- Avoid defamation, libel, or slander of individuals or organizations
- Disclose conflicts of interest and sponsorship relationships
- Don't use social media for personal reasoning or gain

Training and monitoring

- When establishing your social media platform, reach out to the marketing department for initial training and activation of your account
- One additional person inside your department may also be granted access to your social media platform, ensure you brief them on all social media training as well
- Be aware of changes and additional trainings that may be warranted by the social media coordinator
- Any concerns, questions, or problems occurring with your social media platform should be immediately addressed and brought to the attention of Kirtland's social media coordinator
- All social media platforms will fall under one Meta suite monitored and maintained by the social media coordinator. Outside of departmental monitoring, the social media coordinator may provide feedback and require actions needed as they see fit

Any department wishing to establish their own social media platform is encouraged to contact the marketing department. Being in charge of managing and maintaining all social media accounts under one Meta Suite, an appointment can be made with the social media coordinator to ensure initial launch of your platform is in accordance with branding and style guidelines. If you have further questions or concerns about social media, please contact the marketing department.