



Social Media Guidelines

Updated 8/31/18

Social Media is always evolving. Due to its volatile nature, these guidelines are regularly updated. However, the information contained here is accurate as of the most recently updated date listed above

Social media usage by Saint Paul College is dedicated to increasing engagement and providing information that advances the reputation of the college as well as meeting focused goals and objectives.

The office of Marketing, Communications, and Recruitment creates and provides strategic management for all official social media accounts, manages the content calendar, and maintains the central accounts.

Questions about social media should be addressed to the Social Media, Web and Marketing Strategist.

CREATING ACCOUNTS

Social media accounts should only be created for Saint Paul College departments or programs. Do not create accounts for events, conferences, or any potentially temporary topics or initiatives. Exceptions may be requested by emailing the Social Media, Web and Marketing Strategist.

All social media accounts should be administered by at least one full-time staff or faculty member who is identified as being responsible for content. Accounts must be created by the Social Media, Web and Marketing Strategist and registered as business accounts.

Minimum posting requirements will be communicated and administered by the Social Media, Web and Marketing Strategist.

NAMING ACCOUNTS

All accounts should begin with 'Saint Paul College' followed by the name of your department or program. For example, Saint Paul College - Culinary Arts, Saint Paul College - Book Store. When shorter handles are required (as with Twitter or Instagram) SPC can be used. For example: SPCCulinaryArts, SPCBookStore.

SUPPORT THE SAINT PAUL COLLEGE BRAND

Use simple graphics that reflect the Saint Paul College brand. Follow standards as outlined in the Brand Standards handbook. You are not required to use the Saint Paul College logo, but please use artwork that complements the brand.

POSTING

Be respectful: Content posted to social platforms may encourage discussion including opposing viewpoints. Responses should be carefully considered, with attention to how they reflect on the college and its institutional voice.

Be accurate: Review for grammatical and spelling errors. Make sure information you are providing is accurate and up-to-date.

Be transparent: Posts live forever online, even if you delete it. Consider all content carefully before posting. Comments can go viral; search engines can return posts well after created. If you are unsure how to reply or whether or not to post, ask your supervisor or contact the Office of Marketing, Communications, and Recruitment.

Be accountable: Sign your posts and messages with your first name and last initial. This indicates who made the post and demonstrates that real human beings maintain the platforms.

Be relevant: Post only content directly related to college business programs and services. Do not post content that promotes individual opinions or causes that are not directly related to college purposes.

MODERATION

Social media is built on interaction and engagement. Monitor your platforms and watch for comments, replies, messages, and posts. Respond in a timely manner.

Content must be allowed that is favorable and unfavorable. Comments that offer criticism of the school must remain visible. However, comments that are abusive or not constructive (i.e. a post that simply reads "You're an idiot") can be hidden. Additionally, content that is offensive, libelous, defamatory, threatening, or obscene can be removed. Commercial promotion should also be removed unless previously authorized.

POLICIES

Content must adhere to existing college and MnSCU policies, copyright laws, and federal requirements, such as the Health Insurance Portability and Accountability Act (HIPAA) and the Family Educational Rights and Privacy Act (FERPA).

When collecting photos and video, whenever possible, obtain signed release forms for anyone appearing in media. If it is not possible to obtain signed forms, seek verbal approval to use someone's likeness. Inform them where the image or video might be seen and respect decisions to decline approval.

HYPERLINKS

When linking to Saint Paul College, always use the 'https' version of the URL. If linking to an external site use judgment to provide a safe experience to the user.

GRAPHICS (2018)

Facebook:

- Shared images: 1200x630px
- Cover photo/video: 820x310
- Profile photo/video: 180x180

LinkedIn:

- Banner image: 646x220

Instagram:

- Photos: 1080x1080
- Portrait: 1080x1350
- Landscape: 1080x566
- Profile: 110x110

Twitter:

- In-stream photo: 440x220
- Profile: 400x400
- Cover Photo: 1500x500

Snapchat:

- Geofilter: 1080x1920

VIDEO (2018)

Facebook:

- Recommended dimensions 1280x720
- Recommended formats .MP4 and .MOV
- Max Length is 120 minutes
- Max file size is 4GB

Instagram:

- Minimum resolution for landscape video is 600 x 315
- Minimum resolution for square video is 600 x 600
- Minimum resolution for vertical video is 600 x 750
- Recommended video formats are .MP4 and .MOV.
- Video length max is 60 seconds.

Twitter:

- Landscape recommended dimensions: 320 x 180 (256K bitrate), 640 x 360 (768K bitrate) and 1280 x 720 (2048K bitrate).
- Portrait recommended dimensions: 240 x 240 (256K bitrate), 480 x 480 (768K bitrate) and 640 x 640 (1024K bitrate).
- Max file size is 512MB.
- Recommended video formats are .MP4 for web and .MOV for mobile.
- Video length max is 140 seconds.

Snapchat:

- Recommended dimension is 1080 x 1920.
- Aspect ratio is 9:16.
- Max file size is 32MB.
- Accept video formats are .MP4 and .MOV.
- Video length is between 3 and 10 seconds.