



Guidelines for Social Media Requests

The social media guidelines below aim to increase the effectiveness of social media communications to College of Education students, faculty, staff, alumni, prospective students, friends of the College, stakeholders, and the public. The communications office works to promote solidified and concise messaging and branding, and our social media content reflects this.

Adhering to the information below will help ensure communication via social media is professional, clear, and relevant.

After a request is submitted, a communications team member will follow up via email within 72 hours or three business days.

Appropriate Types of Messages

- Messages directly involving COE students, faculty/staff, alumni and friends, or COE stakeholders
- Messages that are of interest to the COE community
- Congratulations to COE departments, organizations, and individuals for significant awards and honors
- Critical deadlines about the academic calendar (application deadlines, scholarship deadlines, etc.)
- Upcoming COE events for students/faculty, alumni, or the public

Inappropriate Types of Messages

Announcements are considered inappropriate for social media when they:

- Are intended as internal program or departmental communications
- Are specific to a small population of COE stakeholders
- Contain personal, religious, or political views, or are otherwise inappropriate
- Serve as advertisements for events or materials that do not have a connection with the College

Guidelines for Creating Message Content

Message content should include the following characteristics:

- Terminology should be concise and casual – no jargon
- Content must be timely. We reserve the right to withhold posting of an event or news item based on its timeliness. In general, items are scheduled to post at the discretion of the social media team.
- Content must be relevant to the target audience. All posts made by the College of Education should provide value for the viewer/follower. Value can be attributed to: information sharing, relationship building, or nostalgia.



Guidelines for Having a Separate College of Education–Related Account

The College actively works toward increasing our audience by streamlining our efforts into one strong online presence. In addition, one common voice will help with visibility, searchability, and maintaining a consistent brand.

Understand that units/accounts/pages affiliated with the College directly or indirectly promote our brand. It reflects poorly on the College when pages are not maintained.

Based on social media best practices, we strongly recommend that for any College-related accounts to be separate from the main COE accounts, the account must meet all of the following criteria:

- The unit provides a specific service for the public (i.e., OLLI, Speech and Hearing Clinic, Torrance Center) or is a degree-related program with a specific target audience or narrow demographic that would not be best served through the larger College of Education social media accounts. Or, the unit has outreach needs that are not supported by officially established College-related social media accounts.
- The unit has dedicated personnel for social media management (student worker, graduate assistant, or staff member).
- The unit posts unique content to the site at least once a week for Facebook pages, at least three times a week for Twitter accounts, and at least once a week for Instagram accounts.
- The College's communications office has contact with the admin or is listed as an admin for the unit with the authority to deactivate the unit if the unit fails to post unique content per the above guidelines.
- A strategy is in place for long-term maintenance and goals for the social media account.
- The dedicated personnel responsible for the account acknowledges this document along with the guidelines that adhere to the College of Education and University of Georgia's standards with the understanding that if they are not followed, the account will be subject to removal.

Guidelines for Photo Submissions

All photos should be:

- In focus
- High quality
- Well lit (dark or grainy photos will not be accepted)

See the Appendix for detailed photo guidelines and approved content examples.



How to Submit Messages

Social media offers the College the opportunity to foster a sense of community by timely communication of messages of interest and importance to our students, faculty, staff, and visitors.

- Content must be submitted electronically using [the social media and news request form](#) a **minimum of three business days** prior to the first date the content is to be shared on social media.
- Those submitting messages containing deadlines, timelines, RSVP-by dates, etc., should submit their message **at least seven business days** prior to that date.
- If the message is for an event, indicate the date of the event or time frame with beginning and end dates (if applicable). In general, posts will not be shared until two weeks prior to the registration deadline, unless the promotion is about a major admissions or scholarship deadline.
- You may submit an image with your request (jpg, tiff, png or gif only); please do not submit PDFs, Word documents, or other non-image formats.

Events

College-sponsored events that are open to the public are best promoted through the Facebook events feature. Only events that appeal to a wide audience and are open to the public will be considered for a Facebook event. Information necessary for an event to be promoted on Facebook include:

- Event title
- Event description
- Event beginning and ending time
- Horizontal photo header
- Event address

Fine Print

- Submissions are reviewed by the communications office for style and appropriateness. Submissions may be edited for spelling, grammar, and length.
- Posted copy will follow general social media standards and best practices about tone, length, and content.
- The communications office will select the social media accounts (Facebook, Twitter, or Instagram) that we consider most appropriate for the target audience.
- Any questions received through social media will be directed to the individual who originally submitted the request.



- Based on the above guidelines and content requirements, the communications office reserves the right not to post a submission if the submission does not meet the requirements.
- The department/unit making the submission is responsible for its accuracy and completeness.

Appendix

The following are examples of approved photo content (examples are included on the following pages):

Conferences/Classroom Settings

Capture:

- Speaker close-ups
- Individuals on conference/event stage
- Centerpieces/notable décor
- COE exhibits
- Group interactions
- Group photos

Avoid:

- Common COE signage
- Empty chairs
- Projector screens/slide show images
- Photos that need context

Events/Award Ceremonies

Capture:

- Student with presenter
- Group of students who received award(s)
- Keynote speaker (if applicable)
- Candid interactions
- Filled frame (remove unnecessary background space in photo)

Avoid:

- Projector screens/slide show images
- Empty desks/chairs
- People eating
- Uninterested audience (on phones, bored facial expressions, etc.)



Individual Spotlights/Headshots

Capture:

- Personality of individual
- Can be posed or action-oriented
- Interesting background (outside works well)
- Filled frame

Avoid:

- People sitting at their computers
- Distracting background images (watch for signs, trees, etc., that line up with their profiles)
- Avoid mug shots (individuals standing against cinder-block or blank wall)



Approved Photo Content Examples



No Group Interaction



Group Interaction



Focus on Projector Screen



Focus on Speaker



Unnecessary background space vs



Filled frame



Context Needed vs



No Context Needed



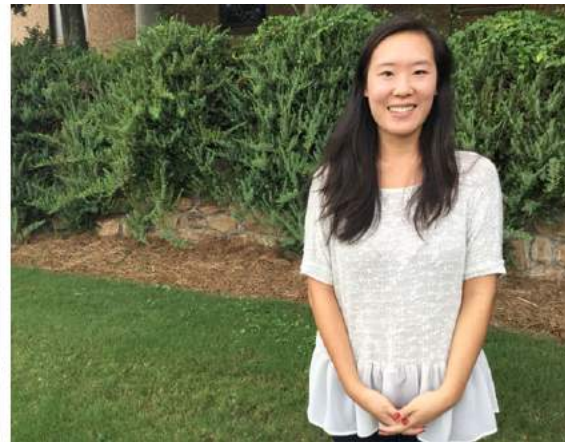
Unengaged Audience



Engaged Audience



Headshot against a wall



vs Headshot against a natural (and approved) setting