

HUNTINGDON COLLEGE

SOCIAL MEDIA GUIDELINES

In order to present a consistent voice and brand identity to the community and the many publics we serve, Huntingdon College has developed the following social media guidelines to be observed by any Huntingdon individual, group, team, department, office, or entity who wishes to maintain a social media account on behalf of their role as an agent of Huntingdon College.

The success of a social media account is measured by the number of followers and by the active engagement of audiences by maintaining current (at least weekly) posts.

Social Media Accounts

The main social media accounts for the College, maintained by the Office of Marketing and Communications, are:

- Facebook: Huntingdon College
- Twitter: @huntingdoncoll
- Instagram: huntingdoncollege
- Linked In: Huntingdon College Center for Career and Vocation

Before A New Account Is Created

- Evaluate your goals and objectives. What do you want to accomplish by maintaining this account?
- Evaluate the news you have to share and determine if creation and maintenance of an account is feasible. Could your news be more widely spread or shared through use of the College's general social media accounts or those of the Office of Academic Affairs or the Office of Student Affairs? Could your news be communicated via email, Talon, or Provost's News & Notes?
- Determine the administrator, staff member, or faculty member who will be in charge of maintaining the account (Content Manager) or determine that an individual will be in charge of letting the Office of Communication know about upcoming events or initiatives. The Content Manager should be ready to respond should any problems occur.
- Determine the type of account best suited for meeting your goals and objectives, if you choose to go ahead with account creation. What social media platform do most of the people who are interested in your news follow? Warning: don't overload your responsibilities by trying to maintain multiple social media accounts when one account will reach most of your audiences.
- To create a Huntingdon College-affiliated social media account, contact the Office of Marketing and Communications and provide the following information:
 - Name of the unit or individual making the request

- Social media platform(s) you want to use (e.g., Facebook, Twitter, Instagram, etc.)
- Purpose for creating the account
- Name and contact information of the account administrator (a faculty or staff member, ideally the head of the department) who will be responsible for the account
- Generic email to which the account will be assigned (e.g. mathematics@hawks.huntingdon.edu). If you have not created a generic email for your department, you may request such a mailbox from the Tech Team.
- Account password
- The Office of Marketing and Communications will confer with the Executive Council to determine approval for the creation of an account.
- The Office of Marketing and Communications will ensure duplicate accounts are not created and periodically monitor the account for compliance to Huntingdon account standards (see below), graphic identity guidelines (see below) and account maintenance (frequency and appropriateness of posts).
- Once you have received approval, your account may be created. Please note: if the password or account manager of your account changes, you must communicate that information to the Office of Marketing and Communications.
- In the creation of an account, administrative access must be given to the individual serving as head of the Office of Marketing and Communications.

Administrator Responsibilities

The Account Administrator must agree to:

- Content creation and posting that is compliant with Huntingdon standards, as outlined below.
- Identity and branding that is compliant with Huntingdon identity guidelines, as outlined below.
- Maintain the account at least weekly to ensure frequency and audience engagement (accounts that are not maintained reflect poorly on the College and on the entity represented).
- Share the password, generic email account, type of account, and account name with the Office of Marketing and Communications.
- Enable Administrative Access to the account for the person serving as head of the Office of Marketing and Communications (currently Su Ofe).
- Notify the Office of Marketing and Communications if any account specifics (manager, email, password) change.
- Respond swiftly and appropriately should the Executive Council or the Office of Marketing and Communications request that a post be edited or removed.

Huntingdon Account Standards

- Content created and posted by your Huntingdon entity directly reflects the public image of Huntingdon College. Content should never include:
 - Profanity

- Violence
 - Reference to alcohol or drugs or unlawful activity
 - Political views
 - Hate speech
 - Personal attacks
 - Slurs
 - Threats or abusive language
 - Confidential information
 - Embarrassing or defamatory information
 - Business solicitations
 - Viruses or malicious code
 - General College news or announcements that have not been communicated by the College in an official capacity.
 - Emergency information (this is the responsibility of the Executive Council and their designees).
- Weigh the College’s reputational risks before making a post.
 - Honor copyrights and intellectual property. Do not plagiarize.
 - Follow the College’s graphic standards in the use of logos and color palette (see below).
 - Never create your own logo or change the colors or proportions of the Huntingdon logos.
 - Regular, positive engagement with your audience not only promotes your entity, but also the College’s efforts in fundraising, recruitment, and public awareness. Always be positive.
 - *The release of official College communications is the responsibility of the Huntingdon College Executive Council in coordination with the Office of Communication. Official College news and announcements must not be communicated by separate entities. Official news may be communicated by College entities after it is officially released by the administration or the Office of Marketing and Communications.*
 - The Office of Marketing and Communications may request that you change content on your site.
 - Content must comply with local, state, and federal laws and statutes.
 - Make sure each post is grammatically correct and spell-checked; proofread and proofread again before posting.
 - Include “Huntingdon,” “Huntingdon College,” or “HC” in the name of any account established on behalf of the College.
 - Set your privacy settings to control who can view and post on your site. Remember that you have no control over what a viewer may share.

What Employees Should Know

- Be transparent about your role at Huntingdon College. Clearly state your role and goals if you post on behalf of the College. Strive for accuracy and correct errors quickly.

- Faculty and staff who manage social media accounts for the College are responsible for following the normal expectations for professional behavior as representatives of the College. Use good judgment and always be respectful.
- Beware of liability. You are legally liable for the posts you make on your own site or on the sites of others.
- Do not post confidential or proprietary information or information that could violate FERPA, HIPAA, Title IX, or Huntingdon policies.
- Protect yourself from identity thieves by not posting information others can steal.
- If the content of your message would not be acceptable for face-to-face conversation, it will not be acceptable for a social networking site. Ask yourself, would I want this published or posted in a publication tomorrow, or in a few years?
- Remember that if you identify your affiliation with Huntingdon, others may associate your views with policies or guidelines of Huntingdon College, even if you identify that your views are your own. Still, make sure you state when your comment is your own view.

Stagnant Accounts and Accounts Deemed Unacceptable

The Office of Marketing and Communications reserves the right to disable or temporarily unpublish Huntingdon College social media accounts that are dormant (no posts, no activity) for six months or more, as such inactivity reflects poorly on the College, or for any other reason at any time.

In Case of Emergency

If there is an emergency or crisis on campus, immediately cease activity on Huntingdon-affiliated social media platforms. The Executive Council or Office of Marketing and Communications will identify the message and distribution of information related to the emergency.

Images

Photos used for computer/web/social media should be 72 dpi. The sizes of photos and graphics for optimal posting on sites are (in pixels, width x height; from hubspot.com/marketing/ultimate-guide-social-media-image-dimensions-infographic; updated 8/6/19):

Facebook

- Cover Image: 82 x 312 (minimum 400 x 150)
- Profile Image: 180 x 180 minimum
- Shared Post: 1200 x 630
- Event Image: 1920 x 1080

Twitter

- Header: 1500 x 500 | maximum 5 MB
- Profile: 400 x 400 | maximum 2 MB

- In-stream: 440 x 220

Instagram

- Profile: 110 x 110
- Image Thumbnail: 161 x 161
- Shared Photos: 1080 x 1080
- Shared Videos: 1080 pixels wide
- Stories: 1090 x 1920 (minimum 600 x 1067)

Huntingdon Graphic Standards

There are several official Huntingdon College logos. Logos must always be printed using official Huntingdon colors, which include:

- Huntingdon Red: PMS186C or Hex C8102E
- Huntingdon Dark Grey: PMS 11 or Hex 373436
- Huntingdon Pearl Grey (or Cool Grey): PMS 6 or Hex C1C6C8
- Black
- White

The “Swoosh H,” circa 2008:



The Steeple (Classic Huntingdon logo, this version circa 2003):

The Hawk H:





Any combination of a logo plus the College name, printed in Perpetua Titling font.

You may not create a logo for your department, office, club, or entity other than the above official logos, and any modification of the above logos must be approved by the Office of Communication and Executive Council.

The Seal:



The official College seal states the Huntingdon motto.