

May 2018

# HOPE COLLEGE SOCIAL MEDIA GUIDELINES

## WHY WE USE SOCIAL MEDIA

Hope College inspires students to be fully alive in mind, body and spirit through an exceptional liberal arts education and a community grounded in a vibrant Christian faith. At the heart of this promise are people like you who make Hope College what it is, and the work you do to extend these values to the world. As a social media manager, you play an integral role in Hope College's storytelling through social media. Social media allows us to preserve moments, engage conversation and share enthusiasm for the work done by our students, faculty, staff, alumni and friends of Hope College.

## CREATING ACCOUNTS

We encourage you to first consult with Public Affairs and Marketing before creating a new social media account for your department or office. Public Affairs and Marketing is available to provide support and learning resources for creating and maintaining social media accounts, and can make recommendations that meet the college's branding and social media best practices. When appropriate, we will add your new account to the college's social media directory.

New accounts should start with "Hope" i.e. HopeOrientation, HopeHistoryDept, etc. Avoid

have additional roles on your page such as editors, moderators, advertisers and analysts. Please

AUDIENCE

A variety of hashtags have been established for Hope College traditions and activities to engage the Hope College community online. We encourage our college community to use these hashtags, and to avoid creating arbitrary hashtags for established college events and traditions. If you're not certain whether an established hashtag exists, a simple search on Twitter will help, or you may inquire to Public Affairs and Marketing.

### Selecting a Hashtag

When choosing a hashtag for your event or organization, first verify the hashtag is not being frequently used for something else. Choose a unique hashtag that is short and simple, yet relevant

done by focusing the majority of your content toward one audience type, or, another. Facebook and other social media have recently taken steps toward greater flexibility for privacy. To adjust your settings, please visit the following resources:

FERPA does not forbid Hope College employees from using social media in the classroom, but common sense guidelines should be used to ensure the protection of students. Disclosure of information that is confidential by law or regulation under FERPA is prohibited. See [www2.ed.gov/ferpa/](http://www2.ed.gov/ferpa/)

Use discretion in how you reference third-party content or external websites. In rare cases it may be appropriate for departments and offices to explicitly state their update does not indicate an

Additionally,

All staff and faculty must comply with Hope College's technology policy.

Communication through social media in no way constitutes a legal or official notice to Hope College, its offices, faculty or staff.

Hope College social media administrators reserve the right to hide or remove user-generated content or comments in accordance with these guidelines. Content may be removed for violation of the above, at any time.

## RESOURCES

Resources for social media managers are available under the Guidelines section of the Public Affairs and Mffa soc Ad Mffa (it) 0.5 r ahide Cen ad Mffa. Tbl(e) 0.5 (m) -0.2 ( a)0.3 n(t) 0.5 (e) 0.5 (u(r) 0.3E