

Social Media Best Practices

The Online Communication and Design office, which oversees Simmons College's official presence on Facebook, Twitter, Instagram, LinkedIn, Tumblr, Pinterest and Google+, developed the following guidelines for administrators who represent the College through social media.

Be accurate and transparent

Remember, you are speaking on behalf of Simmons College, so hold off posting about college-wide issues or sensitive topics until you have all of the facts. If you are unsure of how to proceed with a college-wide issue on social media, contact the Social Media Lead.

- To avoid starting or perpetuating a rumor, it's best not to guess or speculate an answer to a question.
- If someone posts something inaccurate to your page, you can politely correct them or remove it from your page
- Attribute any content that is not original to your department; this includes photo credits, shared posts, etc.

Monitor and listen to conversations

Social media is about building relationships with your audience, so it's important to continuously monitor activity on your platforms and conversation about your brand. Be on the lookout for:

- Comments or questions that require a response
- Posts that could be shared (photos, events, etc.)
- Spam or advertisements that should be removed
- Followers that should be blocked (for spam or terms of use violations)

Use social media strategically

Social media content should bring value to the discussion, and pages should be kept fresh. This means ideally posting daily or a few times a week; a bad channel is worse than no channel at all. Here are some good ideas for content:

- Helpful hints, information or reminders.
- Links to relevant parts of the Simmons College website
- Current or historical facts about the college, your specific area, or Boston
- Awards, achievements and college rankings
- Posts of interest from related websites
- Campus-related photos

Think before you post

Remember, you can't ever truly delete anything from the Internet, so think about what you're saying before you hit "post."

- Think about whether or not your post truly represents your organization - because it may be shared across the internet. If the answer is no, or questionable, you may want to pass on the post.
- Some topics can result in heated debate; are you ready for that?