

Administrative Procedure 810.1A

Name of Procedure: Facebook Procedure for Social Media Management
Policy Number: 810 Social Media Management

810.1A Administrative procedure for managing Facebook pages representing Lower Columbia College.

1. Overview

- a. Lower Columbia College employees responsible for managing a Facebook page on behalf of the college must comply with [Administrative Policy 810: Social Media Management](#). Please note that Policy 810 requires compliance with [FERPA](#).
- b. This procedure explains the concepts employees should be aware of, and the process they should follow when setting up and managing departmental Facebook pages that represent Lower Columbia College

2. Administrator Approval

- a. The senior administrator over your area must give permission to create the Facebook page. In addition, designated staff from office of Effectiveness & College Relations must have administrative level access to it. This is explained in 'Page Roles,' below.

3. Adequate Time and Resources

- a. Facebook pages require time and attention. You must have enough time on a daily and weekly basis to create and post professional content, monitor responses to the content, monitor notifications and messages, coordinate and share with other college Facebook pages, and keep up with technical changes.

4. Facebook Statement of Rights and Responsibilities

- a. Facebook [Terms and Policies](#) contains legally binding information. Facebook [Statement of Rights and Responsibilities](#) states all users must provide their *real names and information*. Specifically, *'you will not provide any false personal information on Facebook, or create more than one personal account'*. This means you may not set up a 'fake' profile for the purposes of managing a Facebook page.
- b. Any 'fake' profiles set up by employees in the past should be deleted immediately, or LCC runs the risk of violating Facebook Terms and Policies, which are legally binding contracts.

5. Using Your Personal Profile

- a. Employees must use their personal Facebook profile to manage LCC Facebook pages in order to comply with Facebook Terms and Policies. LCC's Executive Leadership Team has approved the use of personal Facebook logins in order to manage college Facebook pages.

6. Understanding your Profile versus your Page

- a. A profile represents a real person. A page is a business or organization. In the real world, people manage businesses and organizations. In Facebook, real people manage the pages that represent that business or organization.
- b. This does not preclude posting information about the college on your personal profile. However, when doing so please be aware that you are speaking for yourself, and not the college. Any posts or statements made by the college intended for stakeholder audiences the college depends upon should be made on a page.

7. Setting up your Page

- a. Please see the following Facebook Help Topics for instructions on setting up a page. Doing so requires logging in to your personal Facebook profile.
 - i. [About Pages](#)
 - ii. [How do I create a Page?](#)

8. Customizing your Page

- a. Facebook pages include areas designed to identify your organization through visual or text elements. All artwork must comply with LCC [Copyright Compliance](#) and LCC [Brand & Style Guide](#). Typical areas and recommended strategies listed below:
 - i. [Page Name, Username and Verification](#) – change the default username, and verify your page.
 - ii. Profile and Cover Picture – use Departmental Logo as defined in LCC Brand & Style Guide, along with artwork that visually communicates your department or service. Keep in mind that the cover photo will display differently on desktop versus mobile environments (contact Effectiveness and College Relations for assistance with profile or cover picture).
 - iii. [Template](#) – the default template is 'Standard.' Other templates may be chosen as appropriate. Each provides a different layout.
 - iv. Basic Information – About section contains areas for general description, contact information, website URL, etc. Provides a basic overview of the organization and/or service.
 - v. [Call to Action Buttons](#) – dependent on template. Designed to drive actions such as contact you, shop, visit website, etc. Set accordingly.
 - vi. [Tabs and Sections](#) – 'sidenav' element dependent on template. Revise the order or visibility of sub-sections of your page.

9. Page Roles

- a. Staff from the Effectiveness & College Relations office must have access to your Facebook page for emergency purposes per [Administrative Policy 810: Social Media Management](#).
- b. Your Facebook profile must be friends with the Facebook profile of the staff member in the Effectiveness & College Relations office who has access for emergency purposes.
- c. Once 'friends,' establish an 'admin level' page role for that person by following Facebook instructions on [How do I manage roles for my Page?](#) and [What are the different Page roles and what can they do?](#)

10. Guidelines for Use

- a. The college has posted [Guidelines for Use](#). Please monitor your page for any activity that violates the stated guidelines. You may wish to create a note on your page that states the Guidelines for Use, so the people can access that information on your Facebook page. See Facebook instructions on [How do I make the notes tab appear on my Page?](#)

11. Accessing and Posting to your Page

- a. Access: on a desktop computer, pages you manage will appear under the arrow drop down at the top of the blue Facebook navigation bar. In a mobile environment, the interface changes. If you manage your Facebook page from a mobile device, please familiarize yourself with the steps necessary to navigate to your Facebook page, in order to avoid inadvertently posting a personal item to your LCC related Facebook page, or vice versa.
- b. Posting: friendly, regular posts that feature your department or service, help raise awareness about an event or activity, or encourage your target audience to achieve success are recommended. In addition, you are encouraged to:
 - i. 'Like' the Facebook pages of other college departments.
 - ii. 'Share' posts made by other college Facebook pages.
 - iii. Share the URL of your website page when posting about your department or service.
 - iv. Share the URL of outside agency websites or blogs that contain information helpful to your department or service, such as:
 1. Links to web pages or blog posts that explain how or why to apply for the FAFSA.
 2. Links to news/media articles featuring Lower Columbia College.
 3. Links to websites that feature events or activities taking place on the Lower Columbia College campus.

12. Inbox and Notifications

- a. Check your Facebook page Inbox and Notifications areas on a regular basis (minimum recommended frequency is daily). Reply to any messages or refer them to the appropriate department or supervisor. Doing so in a timely manner results in a 'Responsive Badge' appearing on your page. This tells people they can expect a quick answer to their inquiry. See Facebook information at [How does my Page get the "Very responsive to messages" badge?](#)

13. Accessibility

- a. Familiarize yourself with [Facebook Accessibility](#) so you can address any inquiries accordingly.

14. How to Get Help

- a. Contact the office of Effectiveness and College Relations for help and assistance with Facebook issues, as needed.

15. Integration with LCC Website

- a. Once your Facebook page has been set up according to this procedure, please notify Effectiveness and College Relations and it will be listed on the [Social Media at Lower Columbia College web page](#). In addition, a clickable Facebook icon can be added to the contact file that appears at the bottom of your web page.

- 4-18-18 – Reviewed by The Executive Leadership Team with the recommendation to share with UMCC, Governance Council, and Operations Council for input.
- 5-2-18 – Reviewed by Governance Council. Recommendation to make one change in section 1b (add the word departmental); then send revised document to Governance Council members for dissemination to faculty for input prior to the end of spring quarter.
- May 2018 – Reviewed by UMCC and Operations Council
- 6-6-18 – Approved by the ELT