



LAKE FOREST
COLLEGE

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Every day, the Lake Forest College community interacts online. Many students, professors and organizations have their own Facebook pages, Twitter accounts and photo sites. We recognize the importance of participating in these online communities.

These social media guidelines are to help encourage the College's students, faculty, staff and alumni to share their voice in the social media online communities in an effective and constructive manner. Please review the following guidelines when participating in social media conversations that involve your College. Contact the Office of Communications and Marketing should you like to contribute to Lake Forest College's social media presence. Please respect the College's brand, trademark, copyright and confidentiality rules and regulations, as well as the Student and Faculty Handbooks. For athletic-related social media, please also review the Lake Forest College Athletic Department Blogging Policy.

In general, the Office of Communications and Marketing cannot support other social media sites beyond the Lake Forest College Official Facebook Page and recommends that departments consider the resources they have available before establishing their own social media presence. The College recommends that a Facebook page requires at least five hours of staff time per week to maintain properly. Below you will find guidelines that help answer some basic questions about how to maintain your Facebook account.

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Let the College know. All College administrative departments and personnel must get approval by the Office of Communications and Marketing before starting a college-related social networking presence on the web. In addition, contact the Office of Communications and Marketing for help with logos, photos, and other content assistance or refer to the Lake Forest College Style Guide. It is important to share your presence with Lake Forest College so that the social media communities can stay connected online.

Be transparent. Departments, student groups and alumni groups who create a presence on the Web should use Lake Forest College in the title. This helps users not only find your sites when searching under the College's name, but also to clearly identify what community you belong to. Show your Forester pride online.

Always be honest and clear about your identity. Never hide your identity for the purpose of promoting Lake Forest College through social media. The Federal Trade Commission requires that you disclose your relationship with the College at all times.

Keep your messages clean and professional. Maintain a professional tone when posting content. Post only meaningful and respectful comments. Do not write anything about a member of the College community or other schools that could be construed as slanderous or offensive. You are ultimately responsible for what you write. Remember that what you post on the Internet can be shared with just about anyone and will be archived for years. Carefully consider content before you post!

Don't write as if you were sending your grandmother a letter, but try to remember all those grammatical rules your grandmother taught you. So, this doesn't work, "what up peepz? Alumni partay 2nite at Teddy O's." But, this is ok: "Hey, Foresters on the North Shore. We're having an alumni party at Teddy O's tonight in Highwood at 8 – hope to see everyone there."

When posting pictures or videos, keep the same professional tone in mind as when you write. Leave those snapshots of intoxicated friends off of your Lake Forest site.

Check your facts before you post. Double check all of your facts before you post something and link to your sources whenever possible. If you do make an error, correct it immediately and visibly.

Maintain confidentiality. Do not post confidential information. Also, it is best practice not to post anything about work on any social networking site, including blogs, Facebook, or Twitter, unless your supervisor has directly approved it. Check FERPA regulations or with the Communications and Marketing Office if you have any questions.

Know the rules. Always abide by Federal Trade Commissions rules and those of third-party sites. Fans of a Facebook page cannot be censored by administrators, and are only censored by the terms and conditions of Facebook.

Consistently monitor your sites. The key to social media success is to stay on top of your sites. Any social media site will require daily monitoring. Encourage discussion by posting quality content and questions. Quickly address any inappropriate messages or misuse. Such inappropriate content includes spam, advertising, offensive statements, inaccurate information, foul language, or unconstructive criticism of the College or anyone in the College community. An example of unconstructive criticism might be: "The food at the Caf stinks." A constructive criticism, on the other hand, might look like this: "The bagels in the caf are rock hard and need to be replaced."

Social media can be used in as many productive ways as it can be misused. As a general guideline, if you have any question as to whether something should be removed, please contact the Communications Office. Please notify the Communications and Marketing Office when you do remove seriously inappropriate content.

Use proper grammar. While certain Web sites, like Twitter, limit the number of characters you can post, refrain from letting these relaxed rules get in the way of good syntax and proper punctuation. After all, your site represents the College, at least in part. Here's an example of a good tweet, from Northwestern: "AUDIO: Small Earthquakes in U.S. Actually 19th-Century Aftershocks <http://bit.ly/2jipOl>." And, here's a bad example, from an NFL player, "anyone else getting that s*&% for the road?but if they make it half a@! i will smash it". Our readers appreciate good grammar, and continued mistakes might cause them to stop reading.

Content should be kept short and sweet, with an ideal post of 1-2 sentences and a link. Readers and followers want to know what is happening with you or your group; be sure to keep them updated at least once a week (probably more often for Facebook and definitely for Twitter). But, also be aware that you can post too much. The College's best practice is quality is better than quantity. All content should be written in active voice. Remember to consider your audiences, students and parents of the academic community. Style and tone of posts should be direct and student oriented.

So you want to make a Lake Forest College Facebook account...

We're happy to see that you've decided that your class, club, or department could benefit from having a Facebook account. These are some guidelines that will help you set up that account so that you can get the most out of it.

1. Tell the Communications and Marketing Department. Contact the College and let them know what your intentions are for the account. The College's New Media and Marketing Coordinator will help you create your accounts and add you to our social media directory. Contact Lindsey Drakert at 847-735-5019.

2. Facebook Page or Group? There is a difference between the two. We suggest that you do your research, but here are a few key points:

-A Page is most similar to a normal profile on Facebook; it has the capability to have friends, post pictures, and comment as an individual entity, whereas a Group is administered by your personal profile. When you post on the Group's wall, it identifies you. It also has many of the applications a normal profile displays.

-A Group is intended for more personal use, whereas a Page is more professional and requires that you have authorization from the College to create it.

-We suggest that if you are creating a Facebook account for a particular class or social club, you use a Group. It will provide for more one-on-one connections and identify who is speaking at all times. If you are creating a Facebook account for your academic department or athletic team, use a Page. It allows for you to manage larger accounts in a simpler way.

-Keep in mind that Pages can be found by external search engines; Groups cannot.

3. Design. Now that you've decided to create your Facebook Page or Group, you need to design the profile. There are several steps to complete, like deciding your account's name, picture and information.

-**Choose a Name.** Use Lake Forest College's name on sites that represent an official College program or entity. Instead of simply calling your Facebook Page "Center for Chicago Programs" use "Lake Forest College Center for Chicago Programs."

-**Choose a Profile Picture.** This is an important step in creating your profile because it is what will identify your account online. Social Media is very visual, so if you want to associate your account strongly with the College (especially if you are a College department or athletic team), use the Lake Forest College Logo. Contact the Communications and Marketing Department for a JPEG file.

-**Fill in the blanks.** Facebook Pages ask for more information than Groups, but there are still lots of boxes that need to be addressed. Use the information from the Lake Forest College website. Keep descriptions consistent.

So you want to make a
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Facebook account...

4. **Post.** Take ownership of your Facebook account just as you would a personal account.

-Post insightful updates to your wall at least 3-4 times a week, but no more than twice a day. Quality is better than quantity.

-Use dynamic posts. Take advantage of the many applications on Facebook and post pictures, videos and links whenever appropriate.

-Keep your messages clean and professional. Use an active voice to post constructive comments.

5. **Monitor.** Be responsible for your Facebook account. Keep an eye on the Wall content.

-Make sure that all posts and comments are respectful and appropriate. Delete those that aren't up to the College's standards.

-Delete any spam postings that sneak in. As a College site, many spammers will try to post advertising on your Wall.

6. **Take Ownership.** It is your responsibility to drive traffic to your account. You need to actively post engaging topics and questions so that your audience is encouraged to participate. Creating a forum for discussion is great, as long as there is a discussion that fulfills its purpose.

-If your account becomes inactive and obsolete, please be responsible and delete the account from Facebook. [Click here](#) for more information on how to remove Facebook Pages and Groups.

Some extra help for our
faculty and staff

Please advise the Office of Communications and Marketing before you create a group, profile, or fan page on Facebook. Groups associated with sports teams – varsity, club, or intramural – should also advise the Department of Athletics. Any alumni groups should also advise the Office of Alumni. The College aggregates all the social media sites on the website and their own Facebook page.

Dish out the duties. Designate someone to keep the page updated. A page that doesn't have frequent enough updates (at least once a week) or with unaddressed inappropriate comments can be counter-productive – or harmful.

Be transparent. Always be honest and clear about your identity. Never hide your identity for the purpose of promoting Lake Forest College through social media. The Federal Trade Commission requires that you disclose your relationship with the College at all times.

Be an individual. If you create accounts to conduct the College's business as an individual, be sure to identify your relation with Lake Forest College. For example, an admissions counselor may create a Twitter profile using their own name and photo for the purpose of working with prospective students. We encourage the use of individual social media sites because it allows for more direct interaction for a wider audience.

Be personal. Be an active member of the online community, posting more than just obvious "marketing speak" – don't be afraid to include personal anecdotes or to share relevant information from other people or organizations. Just be sure to use sound judgment and adhere to the College's values as articulated in the mission statement. Not every post should be about your upcoming events or the great things your office is doing. For example, Islamic World Studies might post something about how great the soccer team is doing, or about a great article from the BBC about U.S. relations with Iran.

Use it wisely. Respect the College's time and property. Evaluate all the other things you could have been doing while cruising Facebook. Don't abuse the privilege of social media access.

Social Media Icons

Use the icons below to add social media links to your Lake Forest College email signature. State which Lake Forest College social media site you are linking to.

Facebook 

Flickr 

Twitter 

YouTube 

Quick Reference

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