

Missouri Valley College Social Media Guidelines

All social media accounts must be approved through the MVC marketing department. Call 660-831-4177 for more information.

***All social media pages affiliated with Missouri Valley College will be monitored by the marketing department. Social media accounts failing to meet the social media guidelines outlined by Missouri Valley College will be given one warning. If those accounts continue to not follow the MVC social media guidelines two months after their initial warning, the pages will be shut down.**

ALL SOCIAL MEDIA POSTS MADE ON ANY OFFICIAL MVC PAGE MUST HAVE CORRECT GRAMMAR, CONTENT MUST BE APPROPRIATE. When posting on any MVC social media page, you should:

- Do no harm
- Be aware of liability
- Think before you post
- Respect your audience
- Monitor comments
- Maintain privacy/confidentiality when necessary
- Be responsible
- Be accurate
- Contact the marketing department if you have any questions about what appropriate content is.

USE APPROVED MVC LOGOS FOR YOUR PAGES'S PROFILE PICTURE.

● **Facebook:**

When creating a Facebook page for any Missouri Valley College organization, department or athletic program please refer to the following guidelines.

All pages must be approved through the marketing department. Call 660-831-4177 for more information.

- 1.) When creating a page, be sure the administrator and individual in charge of posting on the page is an MVC employee. If the employee leaves MVC, the **administrative rights must be transferred to another MVC employee**. Please notify the marketing department with who the administrator of each MVC affiliated page is or if there is a change in administrators.
- 2.) Select "Company, Organization or Institution" as your page type.
- 3.) Choose "Education" as your category.
- 4.) Be sure the company name says "Missouri Valley College _____" (ie: Missouri Valley College Women's Basketball, Missouri Valley College Psychology Club...)
- 5.) "Like" Missouri Valley College and MVC Athletics pages.

6.) MVC affiliated pages must have a minimum of two posts per week during the school year (August-April) and a minimum of one post per week during the summer months (May-July). Posts include status updates, photos or shared status' from other MVC Facebook pages.

Check your Facebook page daily in order to respond to all comments/messages in a timely manner.

It can be difficult at times to come up with relevant items to post on your pages. Here are some ideas that we think might help! **Photos**->It can be a photo of your team practicing or competing, your club/organization volunteering, a picture of your group boarding a bus for an athletic/academic event...your options are rather limitless! **Status updates**->athletic signings, score updates, deadlines for FAFSA, upcoming group events or meetings...there is always something going on! **News specific to your group**-> You can post links to articles, photos, videos etc.....for example: Baseball-MLB World Series, Accounting Club-Stock Market Information **Shares**->You can share posts from other Facebook pages that are relevant to your page.

● **Twitter:**

Missouri Valley College and MVC Athletics each currently maintain a Twitter account which is controlled by the marketing department and the sports information director. When creating a Facebook page for any Missouri Valley College organization, department or athletic program please refer to the following guidelines. All pages must be approved through the marketing department.

1.) When creating a page, be sure the administrator and individual in charge of posting on the page is an MVC employee. If the employee leaves MVC, the **administrative rights must be transferred to another MVC employee**. Please notify the marketing department with who the administrator of each MVC affiliated page is or if there is a change in administrators.

● **Instagram:**

Missouri Valley College recognizes one official Instagram page that all MVC clubs, teams, and organizations can use for promotional purposes. The official Instagram page will be managed and monitored by the MVC marketing department. Outlined below is the process of sharing your photo to the MVC Instagram page.

Have a photo you want to share on the official MVC Instagram account?

Use the hashtag #pictureMVC or #valleywillroll on your personal account. We will be monitoring these particular hashtags and your photo might be selected and shared on the official account.

or

Send a text with the photo and information to HelenAnn Brown, marketing and public relations coordinator, at 336-263-3128. Along with your photo, please include the caption, hashtags and tags you would like to be used.

The marketing department will post photos deemed appropriate, timely and most useful in the College's branding and promotional efforts. Examples of photos that will be considered include photos of: campus, MVC students, MVC event flyers, MVC group activities, MVC sporting events, students, faculty or staff in Valley gear, or MVC students, faculty or staff sporting MVC as they travel.

• **Snapchat**

Snapchat is an app that allows you to take a photo and send it to friends or post it on your story. The photo is only available to be viewed for up to 10 seconds, then it is gone. Posting a snapchat story means the photo will be viewable for 24 hours. It is a way to share photos without taking the time to make a long post like you would on Facebook or Twitter. For more information, contact the marketing department at 660-831-4172.

Story limit: Keep stories under 40 seconds for normal day or "day in the life" posts, and under 100 seconds for special events.

What to put on your snapchat story

Normal day examples:

Images of campus on a nice day (buildings, trees, flowers, etc.), the temperature on a nice or particular chilly day, pictures on the quad, food/coffee/drinks from the dining hall or bistro, or pictures of flyers/posters for events.

Sporting events:

Pictures of the sport itself, pictures of the fans, videos of the game or the fans, pictures of the scoreboard. If you would like your sporting event promoted on the MVC snapchat send an email to brownh@moval.edu.

Special events: orientation, move in day, concerts, homecoming, and greek week

Event set up, videos of crowd, clips of the event, pictures of incoming freshmen and/or parents on move in day and at orientation.

What not to do:

- Do not send snaps to individuals
- Do not add anyone on the snapchat, they only need to add you in order to see your story
- If you receive a snap from someone, don't respond and do not view any personal stories from students
- Don't include your personal life in the snaps, or anything that is not relevant to MVC or the snapchat account.
- Make sure the username and account information is related to MVC.
- Don't post a picture or video of someone on the story without their permission (Unless it is more than 20 people or the person is unrecognizable).
- Don't post a picture without an explanation (For example, don't post a picture of the quad without including something like, "It's a beautiful day to be on the quad!")

Video Vs. Picture

If it is something someone has to read, such as a banner, take a picture rather than video. If it is a moving object (the fountain, a sporting event, a crowd) take a video. Make sure it is long enough for the viewers to know what the video is of. Make sure photos are set to play for 10 seconds.

Types of Snapchat events:

Giveaways (T-Shirts, coffee, etc), "Day in the life" (students, faculty takeovers etc), behind the scenes (event setups, etc), tour with student ambassadors or certain tours of buildings, footage from events on campus, typical daily snaps (including posters for events, pics of campus and snaps around MVC).

● **LinkedIn**

Missouri Valley College has an education and company LinkedIn page for alumni, faculty, staff and student use. The MVC marketing department asks that when having students create a LinkedIn for professional development, have the student list Missouri Valley College under the education portion.

● **Pinterest**

Missouri Valley College recognizes one official Pinterest account managed by the MVC marketing department.