

PARKLAND COLLEGE	CATEGORY D	PERSONNEL AND EMPLOYEE RELATIONS
SOCIAL MEDIA APPENDIX	OPR D-33.1	APPROVED: MAY 13, 2014 REVIEWED:

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Social Media

The use of social media is increasingly common in higher education and these communication tools have the potential to create a significant impact on organizational and professional reputations.

Facebook

Facebook is a social utility that helps people connect and communicate more efficiently with friends, family and coworkers in rich and engaging ways. The site itself is one of the most-trafficked sites in the world boasting 1.15 billion monthly active users as of June 2013.¹

Facebook is not just for keeping tabs on friends and filling out quizzes — it can also be used as a highly effective business tool. In fact, the average Facebook user is connected to 80 community pages, groups and events. Facebook Pages are a perfect way to attract, retain and engage customers and keep company information in one place. When used consistently and strategically this potential for exposure has the ability to increase the overall company visibility, credibility and respect in the community.

Twitter

Twitter is a real-time information network that connects you to the latest information about what you find interesting. At the heart of Twitter are small bursts of information called Tweets. Each Tweet is 140 characters in length allowing you to create a short headline and tell your story including photos, videos and other media content.²

The networking and microblogging site has gained popularity worldwide and is estimated to have 200 million users, generating 400 million tweets a day and handling over 800,000 search queries per day.³

Twitter connects businesses to customers in real-time. Businesses use Twitter to quickly share information with people interested in their products and services, gather real-time market intelligence and feedback, and build relationships with customers, partners and influential people.

¹ <https://newsroom.fb.com/Key-Facts>

² <https://twitter.com/about>

³ <http://www.telegraph.co.uk/technology/twitter/9945505/Twitter-in-numbers.html>

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Social Media Accounts

Social media identities, logon ID's and user names may not use Parkland College's name without prior approval from the Marketing Coordinator.

The profile used on all social media sites must be consistent with the profile on all Parkland College websites and/or other publications. Profile information may be obtained from the Marketing Coordinator and/or the Communications Officer.

To date, the following Parkland College social media profiles have been created and are recognized as official accounts:

Facebook Pages:

Name: Parkland College

URL: <https://www.facebook.com/CollegeofChoice>

Facebook Groups:

Name: University @ Parkland College Yorkton

URL: <https://www.facebook.com/groups/101986413241933/>

Name: Social Work at Parkland College

URL: <https://www.facebook.com/groups/182081845176564/>

Name: Parkland College International

URL: <https://www.facebook.com/groups/182081845176564/>

Twitter Accounts:

Name: @CollegeofChoice

URL: <https://twitter.com/collegeofchoice>

LinkedIn Company Page:

Name: Parkland College Saskatchewan

URL: <http://www.linkedin.com/company/parkland-college-saskatchewan>

YouTube Channel:

Name: Parkland College

URL: <http://www.youtube.com/collegeofchoice>

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Privacy Settings

Privacy settings on social media platforms should be set to allow anyone to see profile information similar to what would be on the Parkland College’s website. Privacy settings should not allow the general public to make changes to Parkland College profiles/pages/groups and/or access personal information.

Objectionable Content

The public in general, students and/or employees of Parkland College, reflect a diverse set of customs, values and points of view. At no time should any statements be made which are either contradictory, inflammatory or in conflict with the Parkland College’s code of ethics and values. This includes, but is not limited to: ethnic slurs, offensive or defamatory comments, personal insults, obscenity, profanity or the like, as well as proper consideration of privacy and of topics that may be considered objectionable or inflammatory - such as political and/or religious views.

Disclosure

Students, donors, partners or suppliers should not be cited or obviously referenced without prior approval. A student, donor, partner or supplier should never be identified by name without prior permission and confidential details of a customer engagement should not be cited at any time. It may be acceptable to discuss general details about projects and use non-identifying pseudonyms, provided the information does not violate any non-disclosure agreements that may be in place to make the member easily identifiable.

Mistakes

Errors should be identified, acknowledged and corrected as quickly as possible. If any Parkland College personnel choose to modify an earlier post, it must be clear that they have done so. If any Parkland College personnel are accused of posting something that is inaccurate or improper (such as copyrighted material or making a defamatory comment), it must be dealt with and removed quickly to lessen the possibility of a legal action.

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Questions, Comments & Complaints

The overview area on Facebook and Twitter channels states that the accounts are monitored 8:00am-4:30pm Monday to Friday. The standard for service is that all inquiries will be responded to within that timeframe. Staff that choose to link their personal accounts to College Pages and Groups are expected to remove questionable content and report complaints or emergency situations immediately. Staff are expected to use discretion when responding to non-emergency questions and comments outside of regular work hours.

For our purposes Facebook and Twitter are the two most popular social media tools at Parkland College. Members of these social media tools have the opportunity to post comments, questions and/or complaints. As part of Parkland College’s Social Media Policy, it is important monitor and listen to what customers are saying on social media accounts and actively moderate such posts. Listening closely to what your audience is saying to you and about you will help you gain a better understanding of their wants and needs. The following scenarios are meant to be used as a baseline that can be tailored to the situation:

A. *Questions & Inquiries on College Accounts*

The overview area on Facebook and Twitter channels states that the accounts are monitored 8:00am-4:30pm Monday to Friday. The standard for service is that all inquiries will be responded to within that timeframe. Staff that choose to link their personal accounts to College Pages and Groups are expected to remove questionable content and report complaints or emergency situations immediately. All other questions or inquiries are expected to be followed up on during regular business hours.

When an inquiry is posted via Facebook or Twitter, follow these steps:

1. Check the website first to see if the question can be easily answered using the information posted there.
2. If the information on the website is suitable, post a comment along the lines of the following:

Facebook:

“Hi, <insert name here> Thank you for your inquiry. This information is available on our website at: <insert appropriate link here>. If you have any other questions or concerns, please feel free to contact the Parkland College office at <phone number here>.”

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Twitter:

“Thank you for your inquiry. Please refer here: *<insert appropriate shortened link here>* If you have any other questions please contact our Parkland College via DM.”

3. If there is no information on our website that is suitable for a response, post the following:

Facebook:

“Thank you for your comments and feedback. Parkland College personnel will contact you to follow up directly on your inquiry. Please check your Facebook Inbox for more information.”

Twitter:

“Thank you for your inquiry. Parkland College staff will follow up with you directly. Please DM Parkland College your contact info.”

B. Positive Comments & Feedback on College Accounts

When positive comments, feedback or ideas are received on Parkland College social media posts, members should be acknowledged with a simple message such as: “(insert name here) Thank you for your feedback!” or “Glad you enjoyed the event (insert name here)!” Responding to positive comments encourages more positivity. Fans will likely return with more positive feedback in the future.

Conversely, user discretion is advised and any comments that include objectionable content (i.e. offensive, defamatory or obscene remarks) should be deleted immediately. In the event that a comment refers to a specific situation at the College take a screen shot as well and forward to Marketing and the appropriate Directors.

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C. Complaints on College Accounts

Customers take their complaints public for a variety of reasons not limited to⁴:

- Product or service doesn't perform as expected
- Encountering a rude employee
- Discovery of a hidden fee
- Past attempts to resolve issue yielded disappointing results

It is important to address both negative and positive feedback. Inactivity will appear as though you're trying to ignore the issue and sweep it under the rug. Being unresponsive does nothing more than incite anger and increase the chance the user will come back with more angry posts. It is critical to Parkland College's reputation and that of our students and alumni to ensure that the general public and/or Parkland College followers see that Parkland College is actively trying to resolve the situation when a complaint is made through social media.

The first step to dealing with negative feedback is determining what type of feedback you've received. Negative feedback comes in a few different flavors, each of which is best dealt with by a different type of response. Determining which type of feedback you're dealing with is an essential first step toward figuring out what is the appropriate response. Some examples may include straight problems, constructive criticism, merited attacks and trolling/spam.⁵

If a complaint is posted on the Parkland College Facebook and/or Twitter accounts follow these guidelines:

1. Collect documentation.
Take a screen shot of the complaint for Parkland College's files. Forward the screen shot to Marketing and the appropriate Directors.
2. Choose whether to delete, respond or ignore the comment.
A quick response will lessen the likelihood of a big fiasco. Use discretion regarding the subject matter of the post/comment and delete all those which contain objectionable content. Take the conversation offline by responding to the original comment or tweet:

Facebook response template:

⁴ <http://www.zendesk.com/blog/how-to-avoid-an-online-customer-service-fiasco>

⁵ <http://mashable.com/2010/02/21/deal-with-negative-feedback/>

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“Hello <insert name here>, I’m sorry to hear this happened. I’m sending you a private message so we can get more info and resolve this asap. Thanks!” OR

“Thank you for your comments and feedback. Parkland College will have a staff member from the Parkland College office follow up with you directly. Please check your Facebook Inbox or personal email for more information.”

Twitter response template:

"Thank you for your comments and feedback. A Parkland College staff member will follow up with you directly. Please DM your contact info."

3. Respond quickly and appropriately with a private follow-up message. Immediately following the comment on Twitter or Facebook send a private message or email to the customer. This opens up more options for you to address his or her complaints and moves the conversation from public to private. This allows you to give the customer a personal touch that signals you care. It is best to keep these practices offline vs public offers as it can lead to other people creating problems just to get that special treatment.

Directly message the person who sent the complaint via Facebook and provide them with the appropriate staff member’s contact information.

Facebook private message template:

“Hello <insert name here>,”

Thank you for your comments and feedback on our Facebook Page. This information has been directed to the appropriate Parkland College staff member(s) in the Parkland College office. Please send us your contact email address and phone number so Parkland College may contact you directly regarding your concerns.

If you have any additional concerns, please feel free to contact <Staff Member Name> directly at <phone number here>.

Best regards,
<Your Name>
<Your Position>

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Twitter direct message template:

“Hello <insert name here>, Please DM your phone number and email so an Parkland College staff member can follow up regarding your concerns. Thank you.”

4. Forward documentation to Marketing and appropriate Director.
Email a copy of the screen shot with the date, time of the post, and person’s name and provide any other contact info you may have to Marketing, the appropriate Director and/or staff member who will respond directly to the individual(s) in question.

D. Complaints on Public Facebook Pages and Twitter Feeds

If the negative Facebook comment is on your own wall or page then you can easily choose delete the comment. However, when the comment appears on someone else’s Facebook page then the only option is to make a decision to respond or ask the page owner to remove it, report it to Facebook for defamation, or ignore it.

Similar to the process listed above for complaints on College accounts:

1. Collect documentation.
2. Choose whether to comment, report the post or ignore.
3. Respond quickly and appropriately with a private follow-up message to the complainer.
4. Forward documentation to Marketing and appropriate Director.

Facebook Page and/or Group comment template:

“Hi <insert name here>, We're sorry to hear you had a bad experience. You should have a private message waiting in your inbox requesting more info so we can try and resolve this. Please check your Inbox/Other messages for more information. Thanks!”

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Facebook direct message template:

"Hi <insert name here>,

I'm sorry to hear you had a bad experience at Parkland College. Can you please provide contact information such as a phone number so I can have a staff member talk to you directly? You can also call me at <your phone number here> on <day>.

Thanks,
<Your Name>
<Your Position>

Spamming

In the event that an individual and/or group is unreceptive to customer service attempts, blatantly hostile, repeatedly posts objectionable content, complaints or threats on any of Parkland College's social media accounts (also known as an internet troll), the messages should be deleted immediately and the person and/or group should be reported to Facebook, removed from the group and added to the blocked user list. Trolling and spam are designed to bait you and this variety of feedback should be ignored, and when appropriate, removed as soon as spotted.

Guidelines for Content

The following suggestions are not mandatory, but will contribute to the successful use of social media for Parkland College.

Facebook & Twitter accounts should be monitored and checked several times per day; more frequently as the number of followers and/or friends grow. Value-driven updates are recommended where possible. This means each update should contain valuable information your fans can use.

For posting purposes, topics on Parkland College's social media accounts will include, but are not limited to:

- Parkland College news and events
- Promotion of programs, information sessions and etc.
- Positive news that features our programs (articles in YTW, media interviews, etc.)
- General facts and information (provide link to original material where possible)

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- Quick polls and questions
- Event photographs
- Capital Campaign sponsors and/or event sponsor recognition and appreciation
- Testimonials if applicable
- Live tweets from events

Tips for Facebook:

- Respect online etiquette and follow grammar and punctuation rules.
- Be conversational, informal, and always remember to be respectful of others.
- Post photos. Posts with images are 82% more likely to be clicked than text-only post.
- Status updates between 100 and 250 characters (one or two lines of text) receive 60% more likes, comments, and shares than ones that are more than 250 characters.
- Optimize each post. Sometimes a Facebook post is text only, but when you are linking to something Facebook will pull in a stock image (make sure it is appropriate) and text from the corresponding web page. Each headline and introduction text is able to be manually edited so you can manipulate the text to whatever you'd like it to read.
- Encourage involvement and interaction among fans. Facebook is designed to maximize involvement among users for an open line of communication. Use it to your advantage to collect feedback and provide users with a richer online experience with your organization.
- Use @. In a status update, type the "@" symbol followed directly (no space) by the name of another Facebook page you want to tag. For example, a status update from Parkland College might say, "Congrats to @MelMilsBaseball for the big win!" The status update will show up on the Parkland College wall by simply using that tagging technique.

Tips for Twitter:

- Respect online etiquette and follow grammar and punctuation rules.
- Enhance your posts by using images, photos, links, and videos wherever appropriate
- Announce news on Twitter at same time as other company news channels.
- Optimize news with relative trending hashtags, keyword here is relative.
- Tweeting later in the day gets a higher click-through rate than mornings.
- End of the week tweets get more clicks than Monday to Wednesday tweets.
- Upload an image with a news tweet to stand out in the Twitter feed.
- Follow your customers and invite them to direct message you for help. This way you can directly address their problems without making a scene of it on a public stream.
- Mention other Twitter accounts in tweets when applicable

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Terms of Use

Full Version

This version is intended for display on social media channels (ex. Facebook Pages & Groups) where there is an option to display a lot of information.

Welcome to the official Parkland College <Insert Page or Group name here>! Get access to exclusive info, announcements and contests. You can also use this group to ask us any questions you have about our programs and services. This group is monitored Monday to Friday, 8:00 a.m. to 4:30 p.m.

Before posting on this page, please review the terms below:

- Parkland College reserves the right to remove comments/material that are inappropriate or offensive, including comments that:
 - Defame, abuse, harass, stalk, threaten or violate the legal rights of others,
 - Include racism, hatred, slander, threats, obscenity, violence, vulgarity, spam or advertisements,
 - Have personal information about another person or that violate a person's privacy interests,
 - Include copyrighted material belonging to another person, contain links to inappropriate or offensive websites.

Summary

The summary version of the Terms of Reference is intended for display on social media channels such as Twitter where a lot of text is not an option.

Welcome to Parkland College! Follow us for access to exclusive info, announcements and contests. Page monitored Mon. to Fri., 8:00a.m. – 4:30p.m.

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Glossary of Terms

Facebook

- Fans: Facebook users who join a page because they have a particular interest in the topic or a connection with the brand/product
- Group: A forum created by a user to foster group discussions around a particular topic.
- Like: Clicking Like is a way to give positive feedback and connect with things you care about.
- News Feed: Highlights the latest activity in your social circles on Facebook
- Notes: A way to distribute information to all your friends or a select group of friends
- Notifications: News feeds from friends, sent automatically as they engage in activity on their profiles
- Pages: Intended for organizations, departments, and businesses to connect with users who like them. Admins can post information and News Feed updates to people who like their pages.
- Share: A person or page sharing the content from the post on his or her own page
- Status: A message updating your friends with what you are doing, thinking, etc.
- Tag: Label friends or pages in photos and posts by using the "@" symbol before typing their names. You have the option of untagging yourself or staying linked
- Timeline: A collection of the photos, stories and experiences that tell your story
- Wall: Located at the center of a Facebook user's profile; a place where users can add new photos, videos, notes, application

Twitter

- @: a reply to someone's twitter message.
- #hashtag: tagging a specific subject so your followers and non-followers can find your update using the Twitter search box on the Twitter homepage or just to be clever. For example, #ParklandCollege #Yorkton
- Direct Message (DM): a personal message that only you and the sender can see (essentially a 140 character email). You can only direct message users who are following you.
- Follow: people you follow whose tweets show up in your timeline
- Followers: people who follow a person's tweets and show in their timeline
- Modified Tweet (MT): Similar to RT, an abbreviation for "Modified Tweet." Placed before the retweeted text when users manually retweet a message with modifications, for example shortening a Tweet.

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- Retweet (RT): a message repeated because someone thinks it particularly good – often times seen as a form of flattery
- Tweet: a twitter message/140-character update. Messages are public unless a profile is protected
- Timeline: your homepage on twitter that shows all the tweets from your followers