



# NSCC SOCIAL MEDIA GUIDE

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## NSCC social media

Social media is a way we inform, have conversations and build relationships with our community.

NSCC has several active social media channels, ranging from college-wide, to campus, to departmental. NSCC's Marketing and Communications team manage the following NSCC Social Media Accounts:

**Facebook:** [NovaScotiaCommunityCollege](#)  
**Twitter:** [@NSCCNews](#)  
**Instagram:** [Nova Scotia Community College](#)  
**LinkedIn:** [NSCC](#)  
**YouTube:** [nscweb](#)

Although the content on these channels differs, the tone and feel is intentionally similar.

Our social media guidelines help us keep this consistent, no matter where or how our audiences connect with us.

- If you're interested in creating an NSCC Social Media account, your first steps are to read [NSCC's Social Media Policy and Procedures](#) and these Guidelines. Once you've done that, you're ready to submit an [NSCC Social Media Account Request Form](#). If you have any questions, contact Communications at [communications@nsc.ca](mailto:communications@nsc.ca).

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## What I need to know about social media before I get started

Creating a social media account is easy. Making it effective is hard work.

There are **five basic questions to ask yourself before you begin:**

- Why do I want to create an account?
- What do I want to accomplish?
- Who do I want to engage?
- Do I have enough content to post daily?
- Is there an existing NSCC Social Media Account that is already doing this?

- Content is what makes or breaks social media. Sometimes there isn't enough content to create an account, but that doesn't mean you can't use social media to meet your objectives. Usually, your content can be shared on our college-wide Social Media Accounts by contacting [communications@nsc.ca](mailto:communications@nsc.ca).

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## Social media tips and best practices

Download the [Social Media Best Practices](#) sheet for your desk.

Always pause and think before commenting or sharing an opinion. If in doubt, stop and seek advice from your manager or another colleague. If you are responding, keep these tips and best practices in mind.

### Be responsible

There are no private social media sites. Remember your comments can be searched, shared, forwarded and reposted.

### Be transparent

If you are representing NSCC in social media, your association with the College should be clear.

### Be respectful

Consider the impact of your words and posts on others; keep an even tone.

### Be accurate

Make sure you have all the facts before you post, double-check your facts and cite and link your sources wherever possible.

### Be deliberate

Have a purpose and a plan in place for why you're participating in social media.

### Be relevant

Posts, tweets and comments should be meaningful to your audience.

### Be informative

Posts, tweets and comments should be useful to your audience.

### Be human

Speak in the first person, match your tone to the topic and be conversational.

### Be responsive

Listen, welcome suggestions and feedback, and respond appropriately. If you're worried about how to respond, wait and consult the NSCC Social Media Response Guide or [communications@nsc.ca](mailto:communications@nsc.ca).

### Be accountable

Report negative mentions about NSCC that you think need a response or action.

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## What do I post? Creating a social media plan.

Without a plan for what you say and how and when you say it, you risk leaving your audience, at best, confused. At worst, they may tune you out.

### Your social media plan should outline:

- Your goals (what you want to achieve)
- Your audience (who you want to reach)

- Your content timeline (create a calendar for your content)
- Your voice (your tone and personality)
- Who's responsible (roles and responsibilities for seeing your plan through)

Communications is always available to help you shape your plan for your NSCC Social Media Account.

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## Do I respond to comments? What if it's negative? A social media response guide.

The reason you're on social media is to build relationships with your audiences. It's all about having a conversation, which means most of the time you'll want to respond. Occasionally, there will be times when it might be best to leave it. Not everything requires a response. Chances are, at some point, you will receive a negative comment.

- This [NSCC Social Media Response Guide](#) will help you determine when you need to act. If you have any doubt on what to do, contact [communications@nsc.ca](mailto:communications@nsc.ca).

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## How do I create an account?

### Filling out the social media request form.

Once you've determined your goals and audience, you need to decide what social media channel will work best. The social media universe changes too quickly to provide a full-list of channels, so we've compiled a list of the most common. Once you've selected your channel, you're ready to apply for a social media account.

### Apply for an NSCC Social Media Account

- If you'd like to create an official social media account that will be recognized by the College, please fill out our [NSCC Social Media Account Request Form](#).
- If your account has been active for sometime, it's still a good idea to submit this form. That way we'll be better able to support you.

## Common Social Media Channels

Channel	Why use it? (High Level Objectives)	Select Examples
<b>Facebook</b>	<ul style="list-style-type: none"><li>• Build a community</li><li>• Share information</li><li>• Enlist support</li><li>• Promote events</li></ul>	<ul style="list-style-type: none"><li>• Course page or group</li><li>• Campus event</li></ul>
<b>Twitter</b>	<ul style="list-style-type: none"><li>• Share information</li><li>• Engage in conversations</li><li>• Build a community</li><li>• Connect with like-minded experts</li></ul>	<ul style="list-style-type: none"><li>• Campus alerts</li><li>• Keyword, topic discussion monitoring</li></ul>
<b>LinkedIn</b>	<ul style="list-style-type: none"><li>• Employee recruitment</li><li>• Build professional network,</li><li>• Connect with alumni</li></ul>	<ul style="list-style-type: none"><li>• Recruitment</li><li>• Network events</li><li>• Alumni events</li><li>• Field, Industry discussions groups</li></ul>
<b>YouTube</b>	<ul style="list-style-type: none"><li>• Entertain</li><li>• Educate</li></ul>	<ul style="list-style-type: none"><li>• Recruitment video</li><li>• Virtual campus tour</li><li>• Student testimonials</li></ul>
<b>Instagram</b>	<ul style="list-style-type: none"><li>• Share photos</li><li>• Build community</li></ul>	<ul style="list-style-type: none"><li>• Tell stories with photos</li></ul>
<b>Blogs</b>	<ul style="list-style-type: none"><li>• Help people</li><li>• Establish yourself as an expert</li><li>• Connect with people like you</li><li>• Stay active or knowledgeable in a field or topic</li></ul>	<ul style="list-style-type: none"><li>• Course journal</li><li>• Virtual scrapbook</li><li>• Breaking field and industry news</li></ul>
<b>Flickr</b>	<ul style="list-style-type: none"><li>• Share photos</li><li>• Collaborate with others</li></ul>	<ul style="list-style-type: none"><li>• Virtual scrapbook</li></ul>
<b>Wikis</b>	<ul style="list-style-type: none"><li>• Knowledge transfer</li><li>• Collaborate with others</li></ul>	<ul style="list-style-type: none"><li>• Classroom Collaboration</li></ul>
<b>Pinterest</b>	<ul style="list-style-type: none"><li>• Share information/photos</li></ul>	<ul style="list-style-type: none"><li>• Digital, themed bulletin boards</li></ul>
<b>Vines</b>	<ul style="list-style-type: none"><li>• Entertain</li><li>• Engage</li></ul>	<ul style="list-style-type: none"><li>• Event teasers</li></ul>

# SOCIAL MEDIA

## BEST PRACTICES

### Always

pause and think before commenting or sharing an opinion. If in doubt, don't do it – stop and seek advice from your manager or another colleague. If you are responding, keep these guidelines in mind.

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### 2 Be transparent

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### 10 Be accountable

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# SOCIAL MEDIA

## RESPONSE GUIDE

Successful social media accounts engage and interact regularly with their audiences. But not every online mention requires a response. Use this assessment tool to help decide when a response or action is required and when it's not.

### A post is made on your channel

Is it positive?

YES

Respond

Like or favourite the comment.

OR

Start a conversation with the poster.

OR

Share related content, such as information from [nsc.ca](http://nsc.ca) or [nscnow.ca](http://nscnow.ca).

NO

Unhappy

Is the posting the result of a bad experience with the organization?

Address it

Acknowledge the individual's response and then make the conversation private by taking it offline or using a direct message.

Misguided

Are there inaccuracies in the posting?

Correct it

Correct the misinformation with a link to the correct information. Remember to use a respectful, helpful tone. Double-check your own information before posting.

If you require help addressing the individual's concerns/facts, contact the appropriate department or faculty and/or Communications.

Troll

Is the site or individual who posted dedicated to a cause or focused on negative comments?

Avoid it

Avoid responding to these posts and continue to monitor the situation. If it deteriorates, alert your manager and consult with the Communications team to determine appropriate action.

Rager

Is the post a rant, rage, joke or satirical comment?

Report it

Report as spam or remove and respond to the owner.

Spam

Is the post spam?