



ALAMO COLLEGES DISTRICT
Palo Alto College

Marketing & Strategic Communications

SOCIAL MEDIA GUIDELINES

PAC Student Organizations

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SOCIAL MEDIA GUIDELINES FOR STUDENT ORGANIZATIONS

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INTRODUCTION

The Social Media Guidelines for Student Organizations are designed to help Palo Alto College (PAC) student organizations find success in their social media efforts. This document is meant to empower student organizations in their social media endeavors, offering best practices and important considerations for effectively managing their official channels.

ACCOUNT ADMINISTRATION

The following are general procedures for creating and managing PAC Student Organization Social Media Accounts.

Submit a proposal

Before creating your social accounts and posting, please work with your advisor to develop a proposal for your social media page that outlines the plan for creating and maintaining your account. Once approved by your advisor, your advisor will notify the Palo Alto College Marketing and Strategic Communications department (PAC MarComm), allowing them to keep a record of your account creation.

[Click here to download the proposal template or scan QR code.](#)



Advisors

Registered student groups with advisors are required to appoint their advisor as an administrator and keep the advisor up to date with current login and password information.

Maintenance

Unmanaged content, including inappropriate or outdated postings, risks the reputation of Palo Alto College and its affiliated social media platforms. Content should be kept updated and relevant to the medium/audience and to PAC. If a site remains inactive for three consecutive months, PAC MarComm may request that administrators deactivate or delete the account.



WHY SOCIAL MEDIA?

When used effectively, social media can provide numerous benefits for your student organization, including:

- Recruiting new members
- Communicating with current members
- Promoting programs, initiatives, and events
- Sharing information about causes your organization supports
- Raising general awareness of your organization

BEST PRACTICES

These best practices are suggestions designed to help you use social media in a way that benefits your organization.

Be strategic

Before you create your social accounts and begin posting, consider building a strategy that outlines your organization's social media goals, audience, voice, platforms, and management processes.

Ask yourself these questions:

- Will you use social media to communicate with potential new members, or will you focus on reaching current members?
- Do you want to promote events, or spread a particular message?
- Who will manage the accounts, and what is the process for transitioning ownership as students graduate?

If you're interested in requesting one-on-one support with building or enhancing your organization's social media strategy, don't hesitate to ask for help from your advisor who can work directly with the PAC Marketing & Strategic Communications team.

Be accurate

Check your facts before posting. Is the event location listed correctly? Is the information you're sharing verified? Proofread for spelling and grammatical errors as well. When you do make a mistake such as a misspelled word or inaccurate title, correct it right away.



Be active

Rather than spreading yourself too thin across every available social network – which can result in inconsistent or infrequent posting and even totally dormant accounts – focus on being active on just one or two networks. Choose the platforms that will most effectively help you reach your goals and target audience and create a content calendar to ensure you're regularly posting a set number of times per day or week.

Be respectful

Keep in mind that what you share on social media is seen publicly, including Palo Alto College and Alamo Colleges District leadership. It's always best to be respectful – not only of the organization and members you represent, but of the larger community you're reaching. Avoid getting involved in back-and-forth exchanges on social media.

Be responsive

Include your organization's contact information in your social media profiles and have a process in place to ensure you are responding to positive messages, mentions, and comments within a 24-hour period.

Be smart

Keep in mind that when you create a social media account, you are agreeing to the network's terms and conditions, including those related to copyright and privacy rights and responsibilities. If in doubt, ask for clarification.

Palo Alto College rules, policies and guidelines, including but not limited to the Code of Student Conduct, apply to behavior conducted online, via email, text or other electronic media, and may apply to off-campus conduct. It is your responsibility to familiarize yourself with relevant rules and to follow them.



CONSIDERATIONS

These are items to consider as you start or continue using social media for your student organization.

Copyright

If your organization does not own the content you are posting, be sure to credit sources. Copyright content might include information, quotes, music, or photos. If you're unsure, ask your advisor for assistance.

Palo Alto College Brand Standards

Student organizations may not use the official PAC logo or other official marks or logos but are encouraged to align with the PAC brand by using our school's colors, as outlined in the [PAC Brand Style Guide](#).

Representation

As a Palo Alto College student organization, you represent your organization, its members, and yourself in all that you do. Remember, you are not posting on your personal social media profiles; you are posting to a professional page and must be responsible for what you choose to post on your student organization's profiles.

Have fun with social media and be authentic – always keeping in mind the groups and individuals you represent.

Terms and Conditions

Understand the terms and conditions laid out by the social networks you choose to use for your student organization.

- [Facebook](#)
- [Instagram](#)
- [X](#) (formerly Twitter)
- [YouTube](#)