

An aerial photograph of the Trinity Christian College campus. The image shows a large, modern building with a grey, gabled roof and a red brick base. A paved walkway leads from the building down to a large, green lawn. The lawn is divided into sections by paved paths. There are several trees and bushes scattered throughout the landscape. The sky is clear and blue.

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TRINITY CHRISTIAN  
COLLEGE

# Social Media Guide

7 MINUTE READ

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# Introduction

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Trinity Christian College embraces the responsible use of social media to communicate and build relationships with prospective and current students, alumni, employees, parents and community members. The college recognizes the open and ever-changing purposes of social media, which can blend, at times, personal and professional roles. The College supports free and open expression and the use of social media as a tool to accelerate teaching and learning.

This policy applies to all social media postings on an institutional site or as a representative of the College on a non-institutional site. Page administrators reserve the right to remove user-generated content or comments in accordance with this policy for the safety and security of the College and our audiences.

The same laws, professional expectations and guidelines for interacting with students, parents, alumni, donors, media and other College constituents apply online as they do in the real world. Employees can be liable for anything they post to social media sites in accordance with College policies and the Terms of Service of the host site. This policy and best practices for engagement are designed for employees participating in social media on behalf of the College.







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# POLICY FOR OFFICIALLY POSTING ON BEHALF OF TRINITY CHRISTIAN COLLEGE

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All proposals to create official Trinity Christian College social media accounts must be submitted to the social media specialist for approval prior to creation and inclusion in the social media directory. Use the following link to do so: **<https://bit.ly/3z5Eth9>**

All social media accounts created on behalf of the College must be linked to a department's administrative email account or an employee's Trinity e-mail account. An employee may never use a personal email account to establish a College-related social media account. More than one Trinity employee must have administrative access to the account.

Administrative access will be terminated upon the employee's separation from employment, reassignment to another job or for disciplinary reasons.

Social media accounts created on behalf of Trinity Christian College are the sole property of the College. If a College department, club or organization account is linked to an individual person, that person relinquishes all rights to the account, unless they work with the social media specialist to transfer ownership of the account.

*Official accounts are prohibited from:*

- *Posting content that violates city, state or federal laws and regulations*
- *Posting or commenting on anything related to legal matters, ongoing investigations or litigation*
- *Using the College's brand or name to endorse any view, product, private business, cause or political candidate*
- *Representing personal opinions as College-endorsed views or policies*

Social media account administrators and the College social media team reserve the right to review and remove inappropriate content.

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# USE OF THE TRINITY CHRISTIAN COLLEGE NAME AND LOGO



Do not edit or modify Trinity Christian College logos. Brand guidelines for University logos must be followed at all times. Any questions related to usage should be directed to [Mariah.Slenk@trnty.edu](mailto:Mariah.Slenk@trnty.edu)

# GENERAL GUIDELINES

- All crisis and/or emergency communications will be generated by the College crisis communication team, and will be posted on the main Trinity Christian College social media feeds with links to additional information.
- Departmental social media sites may never independently post emergency information without central coordination with College officials
- Posting sensitive or proprietary information about Trinity or personal, medical or financial information about students, alumni or employees is prohibited.
- All social media users are responsible for what they post on their own sites and on the sites of others. Social media users have been held liable for commentary deemed to be copyright infringement, defamatory, threatening, proprietary, libelous, or obscene (as defined by the courts). Posts must be true, accurate and helpful and not expose the College or the user to legal liability.
- Sound ethical judgment should be exercised, and college policies and federal requirements, such as FERPA, HIPAA, NCAA, and Title IX, must be followed. If a user is unclear about how these laws and regulations apply, he or she should consult the social media coordinator before posting such information.

# BEST PRACTICES FOR MANAGING A TRINITY CHRISTIAN COLLEGE ACCOUNT

## **Be Accurate**

Make sure that your posts are accurate and factual. It's better to verify information with a source first than to have to post a correction or retraction later. If you make an error, correct it quickly and visibly. Spelling and grammar are extremely important when representing Trinity; ensure that you double check everything you post.

## **Be Timely**

Timeliness is one of the expectations of social media. Be prepared to move quickly in response to new developments and announcements with relevant information on your site. Ensure that the messaging on social media is coordinated in conjunction with your traditional communication tactics and campus events.

## **Visual Content**

Photographs should be high quality and sized appropriately for posting online. Photos from cell phones and tablets can be of acceptable quality as long as they are not blurry or pixelated. Photos should not have logos from other competitor institutions.

## **Accept and Monitor Comments and Replies**

Social media is, and should be, a dialogue, not a monologue. Understand that not all comments and replies will be positive, and respond to negative comments professionally and by providing any additional information that may help resolve the issue. Users may post comments and start dialogue that has little to do with the post in question. Regularly monitor and respond to comments and remove any inappropriate comments or advertising for products or services not associated with Trinity.

## **Be Active**

Social media presences require diligent planning, managing interactions, and content creation. If you do not have the time or resources to check in on these sites at least a few minutes each day, and to post fresh content several times a week, reconsider jumping into social media at this time. An account with infrequent posts and low quality content is a detriment to your department or organization as well as Trinity as a whole. If you start a social media account and then realize that it is neither meeting your needs nor the needs of your audience, it is best to close the account rather than leave it inactive.



# STEPS TO SET UP A TRINITY CHRISTIAN COLLEGE SOCIAL MEDIA ACCOUNT

## **1. Define your goals and the scope of the account.**

- a. Who is the audience?
- b. Can you devote an hour per day to creating content and managing the account?
- c. What content can you create and what will need to be student-driven?
- d. What social media platforms will be used?
- e. What will the name be? (You can check availability: <http://namechk.com>)

## **2. Set up a meeting with the social media specialist to discuss your goals and the best social media networks to use.**

## **3. Fill out the Social Media Account Registration Form with account login information as a backup. (Link can be found on page 2)**





# STEPS TO SET UP A TRINITY CHRISTIAN COLLEGE SOCIAL MEDIA ACCOUNT CONT.

4. Email [socialmedia@trnty.edu](mailto:socialmedia@trnty.edu) for help designing a profile photo and any cover photos or background artwork for the account.

5. Register for the account and start posting content. Only follow other appropriate users, nothing that reflects negatively on Trinity or does not fit our brand.

6. Once at least 5 good posts are made you should begin advertising the account and work with the social media specialist to coordinate promotions.

7. Measure success using built-in tools. Contact [socialmedia@trnty.edu](mailto:socialmedia@trnty.edu) for help and more information.

