

Guidelines: Social Media Startup

For all departments

Have an idea? Here is how you start the official social media page conversation.

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Starting up official college social media ideas

- . Fill out the communications request form:
<https://www.ringling.edu/communications-form/>
- . Set up a meeting with Cayla Miraglia, Social Media Specialist, to discuss your plans for social media and your goal.

- . Faculty/Staff must provide student workers with content and ideas they want on social media in order for this to be successful.

Social Media Student Workers

If you see a negative review or comment made on any of your social media handles, you must follow these steps:

- . Screenshot the negative response.
- . Send it to cmiragli@ringling.edu and Darren Matthews ASAP.
- . Work with the Communications team on response messages, if one is required.
- . Respond using the official response created, and keep Cayla informed on any updates so we can keep working with the complaint.

DO **NOT EVER** RESPOND TO A NEGATIVE COMPLAINT WITHOUT DOCUMENTING IT AND SHARING IT WITH CAYLA, DARREN, AND THE COMMUNICATIONS TEAM.

Social Media Paid Ads

- . Before doing your first paid ads, please set up meetings with Cayla for the Paid Ad crash course.
- . Paid ads must come out of YOUR OWN department budget.
- . Please only use official websites to run paid ads, no third parties. This means ads should only run from Facebook, Instagram, Twitter, and Tiktok For Business.

Social Media Basics

- Please only provide correct information, never put incorrect information on post for your own personal gain.
- Always post student work with consent. To make this easier, please reach out to students asking to reshare their photo.
- Credit any work you post to the artist or person featured.
- Spell check all grammar and spelling inside post captions.
- DO NOT post graphics with too many words or more. Photo and Video content is what works best.
- Always post clear images.
- Never post images with inappropriate words/gestures unless a piece of art is approved by faculty from that classroom.
- Please keep it professional.
- Please refer to the style guide for the official hashtag and generic college goals: https://drive.google.com/file/d/1hM_OeLT_A_vbGy_BYthZbSn_DiIM_CB/view?usp=sharing
- Please work with Cayla monthly on social media trends and updates, she will be your expert to help you produce your best content for the school.