**Platforms we use**

It is important to remember that each of our social media platforms has a slightly different purpose and your style of writing/posting may need to adjust for those differences in use and audience.   
  
Use of emoji’s are recommended for Facebook and Twitter. Students are likely to communicate, relate to and engage with this style of language.

**Facebook**

A very visual-based storytelling platform. Posts should include a visual, whenever possible, and provide a call to action (i.e. like this, share this, comment here, visit this link, etc.)

* Build community and goodwill
* Post photos, questions, stories that make one proud to be a member of the Fife College community and compel users to respond. The more people interact with our content (e.g. liking a post, commenting or sharing), the more visibility for the college.
* When someone interacts with a post, it then shows up in their friends’ feeds, opening us up to a broader group of people who would not have seen our post previously.
* Strengthen Fife College’s reputation
* Share stories and information that focus on key messages and core values for Fife College.
* Share research from Fife College’s faculty that positions us as an influential leader in various industries.
* Stay up-to-date on Facebook trends and changes
* Different kinds of posts and updates go in and out of style on Facebook. It’s important that we stay on top of these trends to ensure our audience does not lose interest in our page.
* Facebook changes their design, algorithm, rules and format regularly and it’s important to know how these changes impact our page and our audience.

**Twitter**

An ‘instant’ in nature and posts should be timely and to-the-point. It is a great platform for interacting with others, so try to incorporate hashtags, mention other twitter handles, retweet posts by others, and link to more information. Post photos whenever appropriate (branded). It is reported these attract up to 200% rise in post engagements.

* Build community
  + Monitor conversations and mentions for the purpose of interacting with and engaging our community.
  + Offer interactive tweets that encourage responding and retweeting.
  + Promote student groups and events to show support from the college.
* Be a resource to our audience
  + Keep our audience up-to-date on what is happening on campuses with faculty and students, upcoming events, current college news, etc.
* Show a light-hearted and fun side of Fife College
  + Fun photos, facts, and responses to followers keep our Twitter feed light-hearted and conversational, which encourages conversation and sharing.
* Strengthen Fife College’s reputation
  + Tweet faculty research, student achievements, awards and articles that position us as a thought-leader.

**LinkedIn**A platform largely used for networking, recruitment and job searching, and sharing industry news. It is best to adopt a more professional tone when writing posts for LinkedIn. Updates and news would include faculty achievements, publications, and faculty/students in the media.  
  
**Don’t focus on “selling”.** Rather, put the focus on the group and members. Provide content that is appealing to them.

* **Carry on the conversation**. Facilitate group discussions by posting useful information and prompts for future discussions.
* **Make introductions between members.** Simple introductions can add a personal touch to your group members’ experience.
* **Promote the group.** Promote your group to your personal LinkedIn network or by posting the group URL on external websites and marketing materials.

**Instagram**

A photo-sharing (and editing) platform. It is common practice to include hashtags in your photo posts, keeping the post trendy and searchable. Written content should be kept short as this is a visual-based platform. Do not include hyperlinks.

* **Use hashtags**. Like Twitter, Instagram uses tags. Tagging your photos means that more people may see them, since they may be searching that tag. But be careful: too many tags can be seen as spam.
* **Interact with others.**Search for photos that may be relevant to your department, office or group. Interact with others by liking and commenting on photos that are relevant to you.
* **Tag locations**. Tagging the location where the photo was taken gives some context to the image.
* **Consider stories.**Instagram stories are special photos and videos that are seen by followers for just 24 hours. They appear at the top of the Instagram feed.

**Media Guidelines:**

**Profile photos and cover photos:**

Profile photos and cover photos are the first visual representation of our brand that our audience will see and thus should be considered an extension of our web presence. It is important that all social media branding provides a consistent feel with that of the College as a whole / specific service area.

Sizes are different on each platform (pixels)

* Facebook profile picture – 180p x 180p
* Facebook cover photo – 851p x 315p
* New Twitter avatar – 400p x 400p
* New Twitter cover photo – 3000p x 1000p
* LinkedIn profile picture – 100p x 60p
* LinkedIn cover photo – 646p x 220p
* Instagram profile picture – 110p x 110p
* YouTube profile picture - 110p x 110p
* YouTube cover photo – 2560p x 1440p

Please liaise with Marketing on any issues you may experience. ([michaelmlotkiewicz@fife.ac.uk](mailto:michaelmlotkiewicz@fife.ac.uk) / williamkerr@fife.ac.uk)

**Account Bios**

Each social media platform provides an opportunity to communicate who you are and what your service area will use the account for. This is often the first impression that your audience sees and should help them understand the objectives of your account.

Bios should include (include visual example):

* Name of College and department
* Overview of the purpose of the account
* Webpage url, contact email and/or phone number

**Style Guide**

When making a social media posts it is important to realise that most social platforms are public. Anything you post online should be something you are comfortable having your colleagues, supervisors and managers read. When posting there are 8 basic guidelines that encompass the basics of social media posting;

**Transparency** – be open in who you are speaking on behalf, your purpose and your agenda. Honesty is vital.

**Authenticity** – be “human” to your community. Provide service that you would expect from a “face-to-face” interaction and allow your stakeholders to understand your values and culture.

**Conversation** – To be “human” means you need to create relationships and the best way to create relationships and community is to talk and listen to your stakeholders.

**Common sense –** Much of successful social media management can be attributed to common sense. Being a good listener, using appropriate language and providing timely content. Social Media posts should be suitable for all ages.

**Respect** – All interactions on social media platforms should be respectful and positive. Avoid any content that can be deemed racist, bigoted or demeaning to any particular groups or individuals. Any contentious conversations should be taken off-line as soon as possible.

**Acknowledge mistakes** – Mistakes will happen, from you or from your service area. Acknowledge there has been an error and be clear how you plan to rectify it and how it will affect your stakeholders

**Tailored messages** – Understanding your audience is vital to provide messages that will resonate. Tell your communities about news, events and trends they would be interested in.

**Tone of voice**

When using social media as a client service tool it is recommended that you use empathy in your responses and offer assistance in the first person ex. “I’m sorry to hear that, I can look into that further for you ...” This creates a sense that there is an individual helping them rather then a nameless social media account.