



Social Media Style Guide

OZARKS TECHNICAL
COMMUNITY COLLEGE

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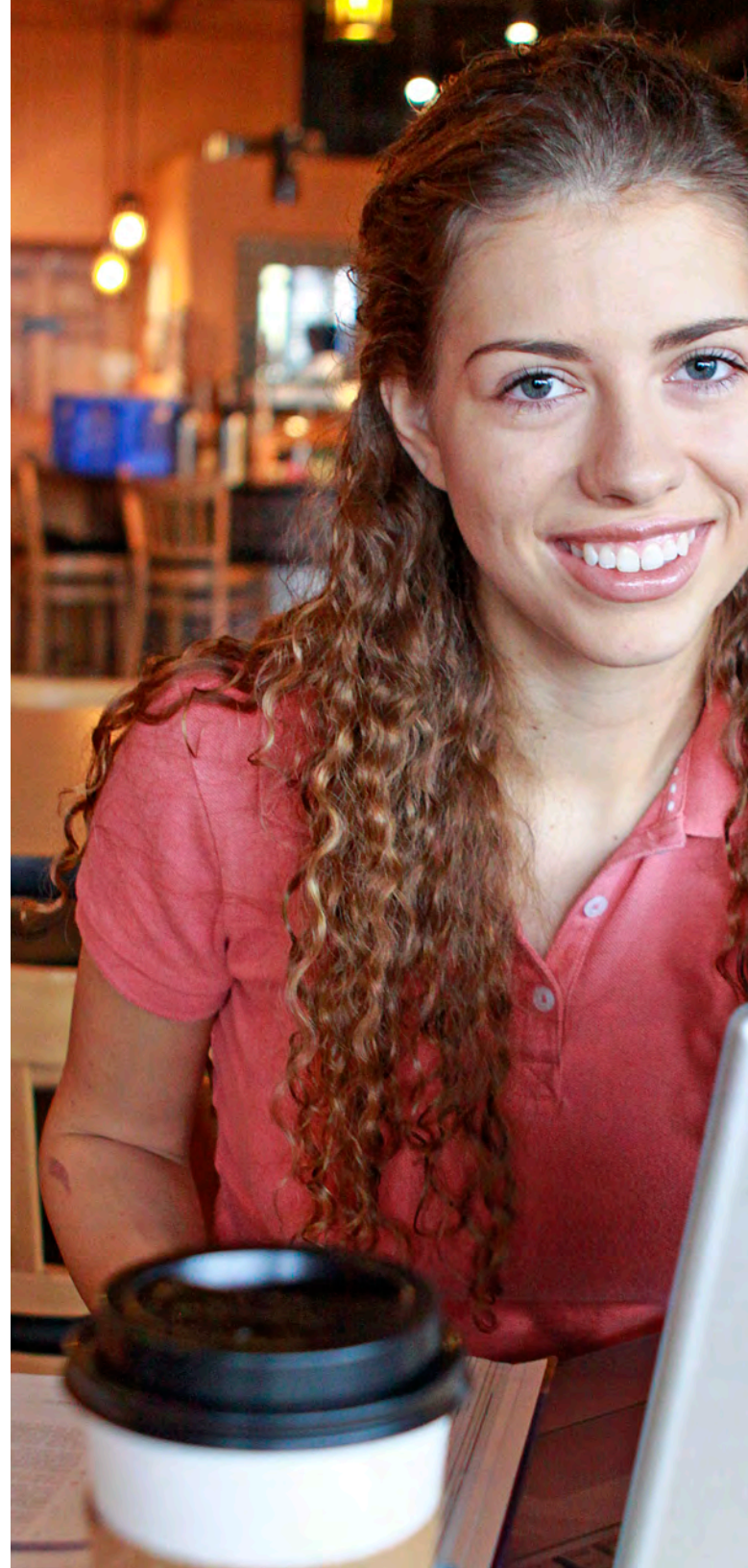
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Ozarks Technical Community College uses social media platforms to share information,

create engagement and encourage dialogue between the college and its target audiences. The OTC System is officially represented on the following social media platforms: Facebook, Twitter, Instagram, LinkedIn, Google+, YouTube and Vimeo.

OTC campuses, centers, departments and clubs also run social media pages on behalf of the college. It is up to each campus, center, department or club to manage its social media platforms. Please keep the following goals and guidelines in mind.

SOCIAL MEDIA GOALS

1. Increase interest and engagement among current and prospective students, parents and other influencers.
2. Increase alumni and donor engagement and funding.
3. Increase staff, community and media interest and awareness.
4. Enhance and support the college's image and branding efforts.

**If you are an administrator of an OTC social media account and cannot fulfill the guidelines and best practices outlined in this guide, please consider deactivating your page. For additional questions and training, contact Laura French, coordinator of public information, at frenchl@otc.edu.*

GENERAL GUIDELINES

MAINTAIN MISSION FOCUS

Ask yourself the following questions before you post:

- How is this relevant to OTC?
- Will this post increase student interest and engagement?
- Is this post helpful? Does it relay useful information? Is it entertaining? Is it interesting?
- Will this post promote OTC's mission of accessible, affordable, quality education?

BE AUTHENTIC

Use a simple, straightforward voice when posting to OTC social media platforms. Avoid "hype" (i.e. clichés, exaggerations, all caps or multiple exclamation points).

DON'T CENSOR CONTENT

Deleting posts can create unintended backlash. However, OTC has the right to hide or delete abusive, sexually explicit, derogatory or spam-like comments from its pages. OTC also has the right to ban repeat offenders.

Archive comments before you delete them so you have a record of the offender's comments.

PAY ATTENTION AND LISTEN

Before engaging or responding to any post, spend time listening. Direct social media inquiries to the appropriate department within 12 hours. Like, reply, share and/or retweet relevant posts from OTC followers. If a question is asked, answer the question. If a follower is simply complaining, direct the follower to staff who can help.

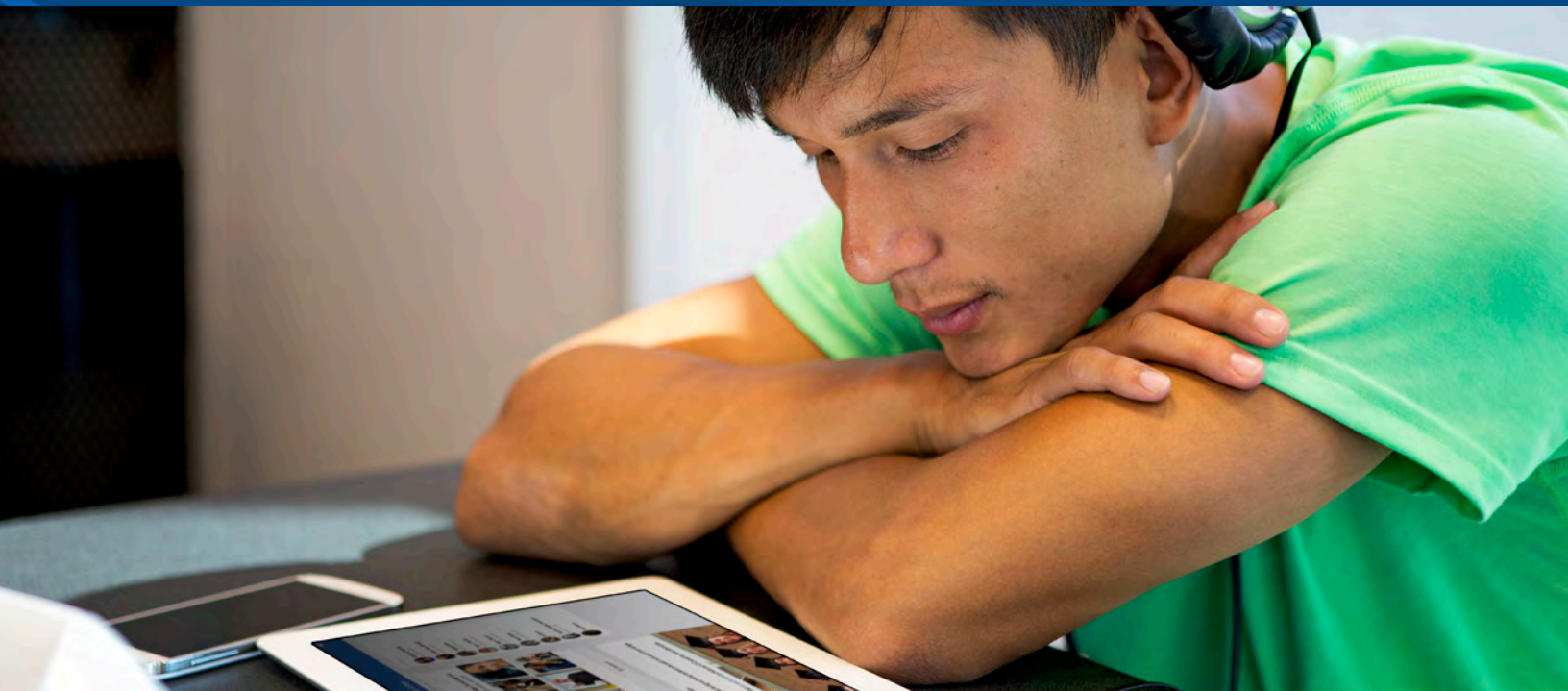
Post content when the college is in session and you are available to monitor posts and respond to inquiries. Consider subscribing to email alerts so you are notified when followers ask questions or comment on different social media platforms.

POST RELEVANT AND INTERESTING CONTENT

Publish valuable or sharable information that is interesting and/or helpful to OTC target audiences, including:

- OTC news releases and news articles
- OTC events, information, reminders, photos, photo albums, videos and quotes
- OTC student/staff spotlights
- Relevant higher education articles, statistics and infographics





Do not link posts from one platform to another. For example, do not link a Facebook status to your Twitter account. If you are sharing similar content, update each platform individually.

REMEMBER YOUR AUDIENCE

Social media posts are accessible and sharable to the public at large. This includes prospective students, current students, donors, trustees, colleagues and peers. Consider this fact before publishing content to ensure the post will not alienate, harm or provoke any of these groups. Ask yourself the following question, "Are negative consequences possible if I post this information?" When in doubt, leave it out.

STRIVE FOR ACCURACY

Get the facts straight before posting to social media. Review content for grammatical and spelling errors. Do not represent OTC in a false or misleading way. All statements must be true, factual and accurate.

CREATE CONSISTENT STYLE AND TONE

Use a friendly, approachable and responsive voice. Use inclusive language (us, we, you). Talk like a person, not a machine or news release. Find opportunities to naturally build engagement. Call followers to action in your posts and link to important information. Use Associated Press and OTC's official style located at otc.edu/news.

FACEBOOK GUIDELINES

AUDIENCE

Target current and prospective students, alumni, donors, media, faculty and staff.

CONTENT

Keep Facebook posts short and concise (one to three sentences preferred). Use strong action verbs. Language can be casual – puns are welcome.

Note: OTC's official Facebook page represents all six OTC campuses and centers (including OTC Online) – always clarify which campus and/or center you are discussing in your posts.

FREQUENCY

Post one to three times daily Monday through Friday. Avoid posts between 10 p.m. and 6 a.m. Schedule posts in Facebook to release at peak-usage times.

LINKS


Remove a link if it automatically uploads beneath the post. A link will not automatically upload if you are sharing a photo, video or graphic. Shorten and track all links via bitly.com unless links are OTC-friendly URLs (otc.edu/news). Acknowledge the link by preceding it with a colon (:) or call to action. For example: "Read more: otc.edu/news."

MEDIA ARTICLES

Subscribe to Google alerts and share relevant articles on Facebook. *Example 1.*

Ozarks Technical Community College 1
September 8, 2014 · 🌐

OTC grad creates app that hits No. 18 in finance from the iOS App Store. Congrats, Jordan!



App developer credits OTC for success
Jordan Morgan graduated with a degree in CIS, and today he is a proud developer
NEWS-LEADER.COM

Like · Comment · Share · 👍 57 🗨️ 2

Ozarks Technical Community College with Cliff Davis 2
November 10, 2014 · Edited · 🌐

Meet President Cliff Davis at the OTC Table Rock Campus on Thursday, Nov. 13. Learn more: bit.ly/meetdavis.



Like · Comment · Share · 👍 135 🗨️ 25

NEWS RELEASES

Once a news release is posted to the OTC website, share it via Facebook. Use compelling teasers to boost click-through rates. *Example 2.*

PHOTOS

Photos and graphics are key to receiving a larger organic reach and response from fans. Include photos along with posts whenever possible. Posts with photos are liked 2x more than text-only posts. Be selective when choosing photos and graphics, using only high quality, attractive images. Optimal size: 1600x1200. *Example 3.*

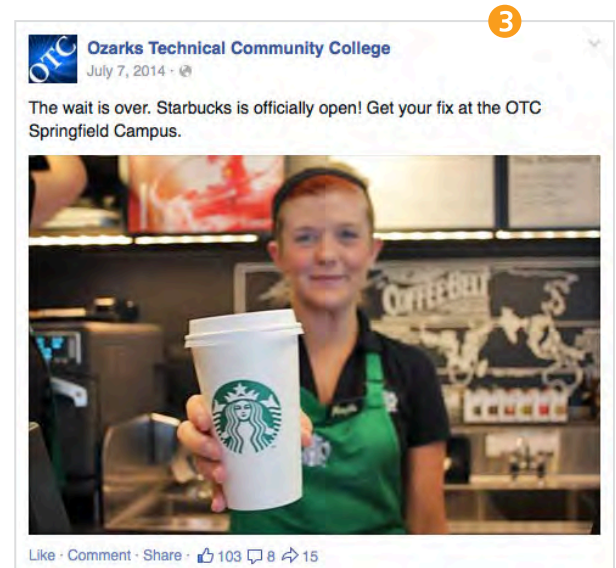
PHOTO ALBUMS

Post photo albums for OTC events (RegFest, Graduation, etc.) within 24 hours of the event. Give the album a fun title and brief description. Albums receive 180 percent more engagement than text-only posts. When possible, tag individuals for a bigger organic reach. *Example 4.*

TIPS

Do NOT like OTC posts as OTC. According to Facebook best practices, a brand ends up looking desperate or too self-promotional when it likes its own posts. Switch to your personal account before you comment or like OTC posts.

If you are an OTC Facebook administrator, you cannot comment or like OTC statuses as yourself in the mobile Facebook app. If you like an OTC status from your phone via the Facebook app, you will like the status as OTC.



TWITTER GUIDELINES

AUDIENCE

Target current and prospective students, alumni, donors, media, faculty and staff.

CONTENT

Keep tweets short and sweet (140 character limit). Use strong action verbs, questions, facts or figures to engage viewers and drive retweets.

Note: OTC's official Twitter handle represents all six OTC campuses and centers. When possible, clarify which campus and/or center you are discussing in your tweets.

FREQUENCY

Post one to five times daily. Avoid tweets between 10 p.m. and 6 a.m. You can schedule tweets through Tweet Deck: tweetdeck.twitter.com.

PUNCTUATION

Do not sacrifice grammar just because you have a 140 character limit. Avoid abbreviations and all caps.

LINKS

Shorten and track all links via bitly.com, unless links are OTC-friendly URLs (otc.edu/news). Acknowledge the link by preceding it with a colon (:) or call to action. For example: "Read more: otc.edu/news."

MEDIA ARTICLES

Subscribe to Google alerts and share relevant articles on Twitter. Always @mention the source. *Example 1.*



NEWS RELEASES

Once a news release is posted to the OTC website, share it via Twitter if it is relevant to your account. Use compelling teasers to boost click-through rates. *Example 2.*

PHOTOS

Adding an image will make your post more engaging. Post a photo with tweets whenever possible. Be selective when choosing photos and graphics, using only high quality, attractive images. *Example 3.*

TIPS

“Favorite” relevant tweets – this helps acknowledge your followers. Keep in mind that every tweet you favorite is saved on your profile and visible to the public.

Use hashtags to denote specific topics of conversation. Hashtags can also provide commentary to give context or convey emotions (#happyfriday). Popular hashtags for OTC include: #myOTC, #OTCgrad, #highered, #comm_college.

Be careful not to overuse hashtags or create lengthy hashtags. For example, #startheregoanywhere is difficult to read and process.

Use @mentions to prompt influencers to engage with you. Remember, if you use the @mention first, the tweet only goes to the mentioned Twitter account and its followers.

Asking followers to retweet or “RT” will generate four times more retweets.



INSTAGRAM GUIDELINES

AUDIENCE

Target current and prospective students, alumni, faculty and staff.

CONTENT

Instagram is primarily a photo-sharing medium. Focus on quality photography that reflects OTC's image. OTC's Instagram account is primarily for brand awareness and loyalty. Find entertaining and relatable content: national holidays, campus beauty shots, faculty/staff behind-the-scene shots or student profiles. *Example 1.*

Also consider posting unique or interesting happenings around the college. Integrate images that show OTC's human side to create a stronger connection with followers.

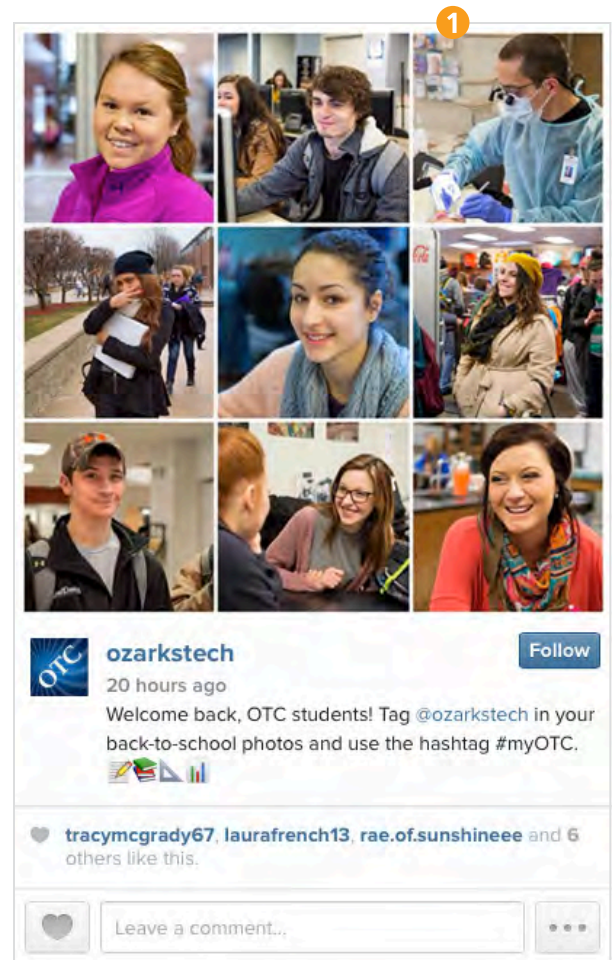
Note: OTC's official Instagram account represents all six OTC campuses and centers. Clarify which campus or center you are discussing by checking in at that location.

PHOTOS/VIDEOS

Use high-res, high-quality, brightly colored photography when posting to Instagram. Avoid the use of filters and special effects unless they truly enhance the photograph. Debut a sneak peek of OTC videos with 15-second clips. *Example 2.*

FREQUENCY

Post one to three times per week. Avoid posts between 10 p.m. and 6 a.m.



PUNCTUATION

Avoid abbreviations and all caps. Do not over use exclamation points.

LINKS

Shorten all links via bitly.com, unless links are OTC-friendly URLs (otc.edu/news). Acknowledge the link by preceding it with a colon (:) or call to action. For example: “Read more: otc.edu/news.” *Example 3.*

TIPS

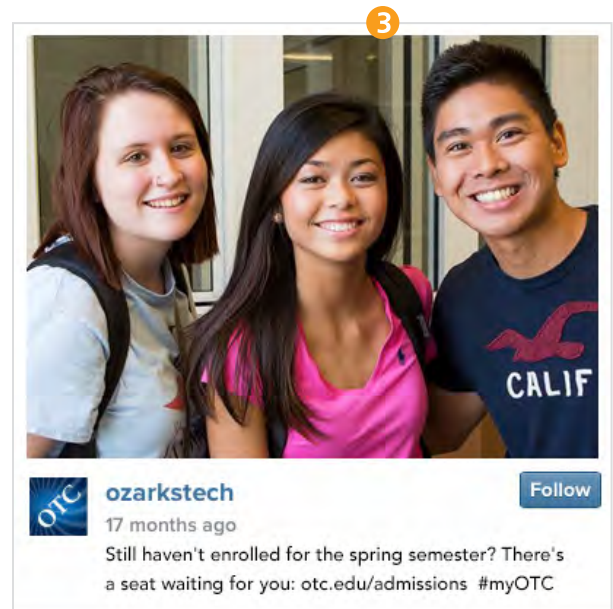
Use the heart button to like the Instagram photos of your followers. Keep in mind that every Instagram you like is visible to the public in newsfeeds.

Use hashtags to denote specific topics of conversation. Hashtags can also provide commentary to give context or convey emotions. Popular hashtags for OTC include: #myOTC, #OTCgrad, #highered, #comm_college.

Use @mentions to prompt influencers to engage with you.

Repost interesting and relevant photos from followers by using the Repost app (available for download in the App Store).

Please note that Instagram is not desktop friendly — you will need to use a smartphone or tablet to fully utilize the app.



AUDIENCE

Target current and prospective students, faculty and staff, alumni, donors and the media.

CONTENT

Posts should be one to three sentences in length. Maintain a professional, formal voice – less familiar and casual than Facebook, Twitter and Instagram. *Example 1.*

FREQUENCY

Post two to three times per week.

LINKS

Remove link if it automatically uploads beneath the post. A link will not automatically upload if you are sharing a photo, video or graphic. Acknowledge the link by preceding it with a colon (:) or call to action. For example: “Read more: otc.edu/news.”

MEDIA ARTICLES

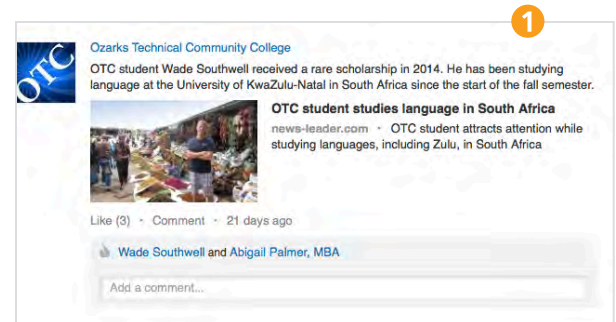
Subscribe to Google alerts and share relevant articles.

NEWS RELEASES

Once a news release is posted to the OTC website, share it via LinkedIn and Google+. Use compelling teasers to boost click-through rates.

PHOTOS

Post a photo with updates whenever possible to make the post more engaging. Be selective when choosing photos and graphics, using only high quality, attractive images.



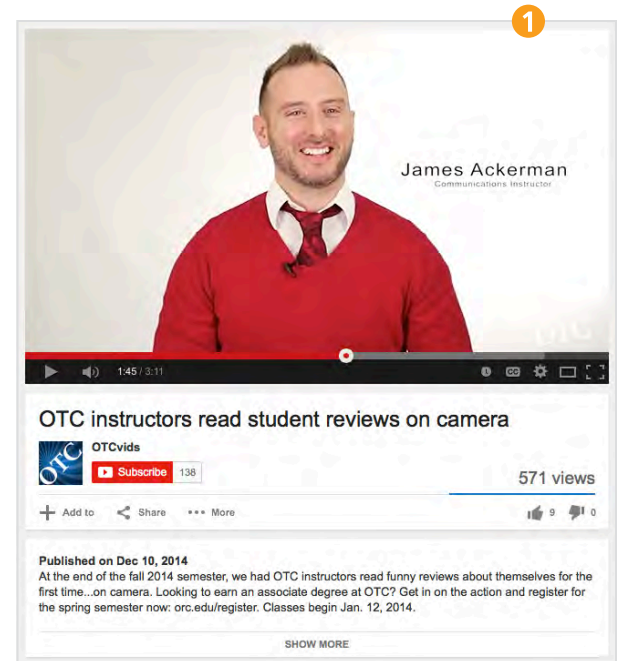
YOUTUBE / VIMEO GUIDELINES

AUDIENCE

Target current and prospective students, faculty and staff, alumni, donors and the media.

CONTENT

Upload OTC-produced videos only. Create compelling headlines and video descriptions that follow AP style and OTC's official styleguide. Add relevant tags to increase SEO. Share with other social media platforms once videos are uploaded and processed. *Examples 1, 2.*



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