

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

1. Fill out the communications request form:
<https://www.ringling.edu/communications-form/>
2. Set up a meeting with Cayla Miraglia, Social Media Specialist, to discuss your plans for social media and your goal.
3. Share with Cayla the platforms you want to make. (Instagram, Facebook, Youtube, etc)
4. Share with Cayla your social media content you plan to post.
5. Share your social media handles with Cayla. (@RinglingHousing, @RinglingGD, @RinglingHealth, etc)
6. Cayla will approve or deny your social media account request.

Starting your approved social media pages

1. Go over ideal content scheduling with Cayla.
2. Work with Cayla with your ideal social media audience.
3. Go over the Ringling College social media style guide and requirements.
4. Have a good understanding of captioning and writing for your platform and audience.

Social Media Student Workers

1. If you choose to have a student worker running your social media pages, it is REQUIRED Cayla knows.
2. Cayla MUST MEET with your student worker for an initial meeting to determine weekly meetings.
3. Cayla must meet with your student worker on a weekly/biweekly/monthly basis depending on their needs.
4. Students MUST report to Cayla if there is a concern with social media
5. Students MUST be a good representative of the college, public slander of the university made by the student would result in termination.
6. Students MUST have a basic understanding of social media or agree to work with Cayla closely to learn.

7. 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:

1. Screenshot the negative response.
2. Send it to cmiragli@ringling.edu and Darren Matthews ASAP.
3. Work with the Communications team on response messages, if one is required.
4. 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

1. Before doing your first paid ads, please set up meetings with Cayla for the Paid Ad crash course.
2. Paid ads must come out of YOUR OWN department budget.
3. 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 50 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/1hM2OeLT7A1vbGy1BYthZbSn62DiMRCB/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.