

Cuesta College Social Media How-To Handbook

Marketing and Communications

Before starting any social media platform, consider the following:

- What are my goals?
- Who is my audience?
- Who will maintain it?
- How much time do I or others have to devote to keeping the content current? Will it be enough?
- What will my content be and where will it come from?
- What are other groups/brands similar to mine doing? Have they had success?
- Am I willing to let others contribute content without my prior approval?
- Is there someone set up to take over the page in my absence?

Registration of sites

Registration of your social media platform is required so that there is a person to contact if issues come up or so that stale sites can be removed. Also, if a college club, student group, or any entity that wants to use the college logo or likeness in the profile, they must register the site with the Marketing Department.

To register your site:

1. Read this Handbook
2. Read the [Social Media Guidelines](#) document
3. Register

Do not create your own logo. Contact the Marketing Coordinator, [Ritchie Bermudez](#) regarding logo and photography needs for the profile and banner.

Content

Remember to consider the audience; the style and tone of content should be direct and student-oriented. The page should be maintained with current content as much as possible. In general, the more frequent the content is updated, the more users will access the page.

Facebook

The college maintains one official Facebook page run by the Marketing Department (facebook.com/CuestaCollege). Set up a Page (designed for branded entities and has more functions), not a Profile (for individuals; has limits to what you can do).

Get on Facebook and look around. Managing a page is different than operating your own personal profile. Search for other schools or clubs similar to yours and see what their Facebook presence looks like. Have they had success or does their page seem stale?

The Facebook Help Center is a useful, though limited tool. Look through the page management sections in the Facebook Help Center and pay special attention to items that are different from a profile, such as access, posting as your page, scheduled posts, analytics, boosted posts, and sponsored ads.

If you have any questions or still aren't sure if Facebook is right for you, contact the Marketing Coordinator, [Ritchie Bermudez](#), who can help you work out a social media strategy that works for your goals.

Once a page is established, Marketing can 'like' that page, making it accessible from the

college's official page *Note: the official page can only be linked to other "pages," not groups.*

Refer to [Facebook Pages Terms](#) before starting a Facebook Page.

YouTube

Cuesta College maintains an official Cuesta College You Tube channel (youtube.com/CuestaCollegeCougar) that is original content from the Advancement/Marketing office and other approved sources. Those who want to produce content for the channel must authorize the production with their department and supervisor and contact the Marketing Coordinator, [Ritchie Bermudez](#). These rules will need to be followed:

- Videos must contain the full college name and/or logo.
- All videos including academic, demonstration, and general college videos must be closed captioned. Contact the DSPS office for more information on how to caption or information on companies that will caption for you for a fee. You Tube captioning is often riddled with errors, and you may be limited by the length of the video, therefore is not an option for most videos.
- Videos cannot contain swearing, offensive language or music with offensive lyrics or innuendo.
- Federal copyright laws must be upheld including the [Teach Act](#). Only upload videos that you have created or are authorized to use including snippets within your video. Avoid using music tracks that you did not purchase. There are free online music sources available.
- Videos cannot contain images, logos or words on clothing, signs, etc., that could be deemed offensive.
- Videos must be of acceptable audio and video quality, meaning speakers should be wearing microphones and lighting should be adequate.
- For demonstration videos, use a well-planned script and plenty of screen captures.

Instagram

The college maintains an official Instagram presence (@cuestacollege). Those wishing to contribute video and picture content to the college's Instagram account can send information to [Ritchie Bermudez](#).

Twitter

The college maintains an official Twitter presence (@cuesta_college). Those wishing to contribute content to the college's Twitter account can send the information to the Marketing Coordinator, [Ritchie Bermudez](#).

If your academic department or club wishes to pursue a separate Twitter account, please consider the following:

- Twitter is a very active medium and requires regular monitoring
- Twitter is best used by those with frequent updates, like conferences and live events
- Before establishing a Twitter account, consider your audience and whether they are already on Twitter or would need to be recruited to sign up.