

SOCIAL MEDIA BEST PRACTICES

The best practices outlined below are suggested guidelines for use with NHTI-sponsored social media activity. While intended for those posting on behalf of an official NHTI account, these may be helpful for anyone posting on social media in any capacity.

- **Follow NHTI on social media:** Your channel should follow NHTI's social media account to promote your association with the college and to make sharing posts easier. For a list of NHTI accounts, see our Social Media Directory.
- **Link to NHTI.edu!** Whenever possible, link back to the NHTI website. Ideally, posts should be brief and redirect a visitor to content that resides within the college's web environment.
- **Be original and share creativity:** Post unique content on a regular basis (either original posts or shares/retweets from outside organizations) as well as sharing from other NHTI social media.
- **Use good messaging and sizing:** Image sizes and text length is important – it can make or break your post. Adhere to these suggestions as much as possible to allow for the best results and the most engagement:
 - <https://agencyanalytics.com/blog/social-media-image-sizes>
 - <https://sproutsocial.com/insights/social-media-character-counter/>
- **Measure your success:** Achieving your goals through social media requires planning, monitoring, and measurement. Commit to monitoring your progress to know if you've achieved success.
- **Social media should be social!** As you think about posting on social media, plan content that asks and encourages your audience to engage, not just absorb information.
- **Monitor your account:** Your social media community reflects on you even when people outside of the college participate. For this reason, college social media accounts/pages/sites should be monitored and moderated, where appropriate, to meet guidelines.
- **Think twice before posting:** Privacy does not exist in social media. The same professional standards expected of you on the job should be applied to your conduct in NHTI-related social media. Post meaningful, respectful comments relevant to your position at NHTI. If you are unsure, ask for input or contact the Department of Marketing and Communications.
- **Strive for accuracy:** Get the facts straight before posting them. Ensure content is not knowingly false; be accurate and truthful. If you find you've made a mistake, admit it, apologize, correct it, and move on. Do not post anything that is maliciously false.
- **Review content for grammatical and spelling errors.**
- **Be respectful:** Understand that content could encourage comments or discussion of opposing ideas. Responses should be considered carefully in light of how they would reflect on the poster and/or the college and its institutional voice.
- **Remember your audience:** Be aware that your content is or can be easily seen by the public. This includes prospective students, colleagues, peers, and competitors. Consider this before publishing to ensure the post will not alienate, harm, or provoke.
- **Avoid and/or diffuse conflict:** If someone posts a statement you disagree with, voice your opinion but do not escalate to a heated, personal argument. Speak reasonably, factually, and with good humor. Try to understand and credit the other person's point of view. Avoid communicating with hostile personalities.
- **Gain proper permissions:** Ensure that you have the right to post photos. This includes permission from those in the photos (or, in the case of students, that they have signed a blanket release form on file with the college).
- **Always obtain consent** from parents before posting photographs of children.
- **Never comment on anything related to legal matters or pending litigation.**
- **Be cautious of shareability:** Be mindful of the public nature of social media, and how easy it is to forward even private messages. Before writing anything to anyone, ask yourself if you'd mind seeing it on the front page of the newspaper. Before sharing a comment, post, picture, or video about or from a friend or colleague through any type of social media, it is a good practice to be courteous and first obtain his or her consent.
- **Advertising, promotion, or endorsement of third-party products or services is not permitted.**
- **Communicate internally and externally:** Tell other web/social media administrators at NHTI if there's big news going out via social media. Perhaps they can amplify your message!

Need more help?

Additional guidance may be found in NHTI's Social Media Policy. Contact [the Department of Marketing and Communication at agavriluk@ccsnh.com](mailto:agavriluk@ccsnh.com) if you have any questions. Thanks!