

# NHTI—Concord's Community College

## Social Media Guidelines

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This document is divided into two sections: **Policies** for using social media on behalf of NHTI, and **Tips for Success** that can help you effectively use social media as a tool to promote NHTI.

Please contact NHTI's College Director of Communications & Marketing with any questions:

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### Policies

This overview provides a quick summary of social media policies that should be adhered to. It is not a comprehensive list or should substitute regular communication and collaboration with NHTI's marketing department.

#### Creating a Social Media Account on Behalf of NHTI

**You must obtain permission from NHTI's marketing department to create a new social media account that represents the college.** This approval process ensures that your social media use doesn't inadvertently cause legal issues (Examples: Disregards photo permissions, breaks federal accessibility guidelines, etc.). It also ensures that the college holds backup login information to the account, so that it can be used for years to come. Please schedule a meeting with NHTI's College Director of Communications & Marketing to obtain permission to create a new social media account.

#### Dealing with Negative Comments

**Contact NHTI's marketing department immediately if your social media page is receiving a widespread online attack.** This can include: A rapid build-up of negative comments (whether on one or several of your posts), being tagged in new content that discusses the college, press that extends beyond social media platforms, or threats. Typically severe online attacks are also brought to the attention of CCSNH.

Comments should be documented and then removed if they: Share confidential or personal information, threaten the college, contain obscenities.

### Accessibility Standards

NHTI is currently working towards complete WCAG 2.1 compliance by April 26, 2027. This is a federal mandate, but beyond that, ensures our students have equal opportunities to engage with NHTI. **Even if you are creating content before the April 2027 deadline, you should strive to meet these standards.** Don't worry, it's not hard!

This is not a comprehensive list, but gives you an idea of ways to meet these standards:

- Don't rely on images to share your entire message. If you are going to post an image, make sure all text on that graphic is also available in your caption.
- Ensure that videos have accurate subtitles.
- Make sure color contrast in your graphics passes this [contrast checker](#). (Remember, some people viewing your posts are colorblind and NHTI's maroon is not an easy color to see for everyone!)

### Photo and Video Permissions

Only post content that depicts current NHTI students and staff members. Prospective students and outside parties are not covered by college permission documents.

### Follow Brand Guidelines

**NHTI's logos should not be altered in any way; this includes warping that occurs from AI tools.** (More information on AI use is in the Tips for Success section below.)

You can find NHTI's logos, brand colors, and fonts on the [Marketing Department's webpage](#).

### Use Your Best Judgement

This is not a comprehensive list, but gives you an idea of topics and material to avoid on social media:

- Politics of any kind
- Running raffles or giveaways (believe it or not, laws govern this!)
- Sharing private or confidential information
- Posting copyright or trademarked materials (this includes music in videos)
- Diversity, equity and inclusion statements (this is governed by federal rules)
- Engaging in arguments, even if they are not on your page

## Tips for Success

Social media platforms are designed to prioritize content that users find engaging. These algorithms are unforgiving and require you to continually stick to best practices for an extended period of time to find success.

It's a good idea to encourage your colleagues to like and comment on your posts if you are struggling to make an impact online. This can make a world of difference to boost your posts and profile views.

### Sharing Links

**Never post a QR code on social media.** QR codes should only be used on printed material because they require someone to scan the code with a device.

Keep in mind that not all platforms automatically turn urls into clickable links. For example, Instagram only allows you to put a clickable link in your bio. In this case, you may want to consider creating a free [Linktree](#) account. Then direct Instagram users to use the link in your bio to access a url that may otherwise be difficult for them to type out.

### Post Timing

It's best to post when your audience is online. This typically means: Evenings, early mornings, and lunchtime. Avoid weekends and times in the middle of the workday. Think about when you scroll on your phone!

### Use AI with Caution

Keep in mind, a large population of NHTI's students are from a generation that holds strong negative opinions about AI. This audience is also extremely good at spotting the use of AI—they can probably see it when you can't!

### AI Use in Text

Keep in mind, the best captions for social media are concise and put the most important information front and center. Many people will only read the first sentence of your post. AI tends to write multiple paragraphs instead of just a few sentences.

Avoid using too many emojis in your captions. Some specific emojis have become strongly associated with AI use, and could indicate to students that your content is not human-made.

## AI Use in Images

NHTI's logos should not be altered in any way; this includes warping that occurs from AI tools. Keep your eye out for small differences between images. Please take a look at the examples below so you understand what to avoid.



NHTI's official logo in maroon.



In this AI alteration of NHTI's official logo, you can see the capital dome is incorrect. NHTI's branded font has also been altered and "Concord's Community College" is written in all caps.



NHTI's official mascot—Leroy the Lynx.



In this AI alteration of NHTI's official mascot, you can see slight differences in the face and paws of Leroy the Lynx.

## Successful Content Types

Every social media platform is different, but below are some general guidelines for the most successful content types. #1 is the most likely to be engaged with online; #6 is the least likely to be engaged with.

1. Short videos
2. Carousels (multiple photos and videos)

3. Photos with faces and engaging expressions
4. Graphics with very little text
5. Graphics with text (social media platforms will scan your image and determine if it is mostly comprised of text; this means it will immediately be ranked lower in the algorithm)
6. Text only posts

### **Always Proofread**

Make sure you carefully check the grammar and spelling of your content before you post it. Some college-specific word use can be tricky, so it's always a good idea to reference grammar sources instead of making a guess. (Example: The phrase "associate degree" should never be written as "associate's degree".)