SOCIAL MEDIA STYLE GUIDE

PHILADELPHIA COLLEGE OF OSTEOPATHIC MEDICINE

Office of Marketing and Communications

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ABOUT THE SOCIAL MEDIA STYLE GUIDE

This style guide is designed to help the PCOM
community make appropriate decisions when participating
in social media initiatives and activities either personally
or on behalf of the College and serve as a complement to
PCOM's existing Social Media Policy and Guidelines.

DO I NEED A SOCIAL MEDIA ACCOUNT?

By creating a social media account, you are choosing to enter a crowded space. Take a moment and ask the following questions before proceeding:

WHY DO YOU WANT TO CREATE A SOCIAL MEDIA ACCOUNT?

This answer should be more than simply that you want to reach more people with your message. You should be able to define both short-term and long-term goals, as well as your specific intended audience. It is not advisable to create a page for an event. Events can be supported by other social media accounts that have an active following.

CAN YOU PROVIDE CONTENT ON A REGULAR BASIS TO SUPPORT THIS ACCOUNT?

The ability to post consistently is important to social media success. Depending on the social network or account niche, you may not need to post everyday, but you must be able to continuously support the efforts of your account.

IS THERE ANOTHER GROUP, DEPARTMENT, OR ORGANIZATION ON CAMPUS WITH A SIMILAR AUDIENCE OR PURPOSE WITH WHOM YOU CAN WORK?

Duplication of purpose or need is harmful, not helpful. Collaboration with another group may be a better alternative in many scenarios.

WILL THIS ACCOUNT BE SUPPORTED BY THE GROUP YOU REPRESENT?

It is important that the account have the proper administrative support to be successful. The social media account in question should be assigned officially to a faculty or staff member within the organization, and account information should be kept securely to prevent loss of access should the original owner be unable to continue operating the account.

DEAD OR INACTIVE ACCOUNTS REFLECT NEGATIVELY ON PCOM. SOCIAL MEDIA LIVES 24 HOURS A DAY, SEVEN DAYS A WEEK, 365 DAYS A YEAR—THE GROUP MUST BE READY TO SUPPORT THAT TIME FRAME.

WHAT IS MY STRATEGY?

Strategy is where the rubber meets the road and it is crucial for success in this crowded social environment. Creating a strategic plan around what kind of content and messaging you intend to share is important both before you create an account and as it grows.

IDENTIFY AND PLAN

» Define your goals.

» Determine your audience and community—know your stakeholders, members, influencers and resource providers.

» Learn your audience's goals. Use data and analytics.

» Research your competitors and discover which networks your audience prefers.

» Determine your level of craft and curation for your content.

» Have a two-way dialog with your audience and be consistent in your level of engagement.

» Make team roles clear. Define who will be managing the community and what their duties will be. Make sure a plan of succession is in place for account administrators to avoid account duplications and inactivity.

» Know the tools you plan to use to monitor and measure your network.

DELIVER AND PARTICIPATE

» Determine the frequency of messaging.

» Deliver valuable content to the appropriate network.

» Monitor the conversations by watching and listening. Notifications can also be enabled through each social media app directly.

» Participate in conversations. Ask good questions and clear up misinformation.

» Encourage desired behaviors, such as user-generated content.

ANALYZE AND EVOLVE

» Use analytics to determine who, what, when, where and how. Native analytics are available directly within each social network, or can be accessed through the monitoring platforms or social media management tools..

» Measure how goals are being met.

» Calculate the return on investment to figure out if you should be throttling up or down efforts.

» Shift focus and adjust efforts depending on changes in demographics and interactions.

» For assistance and information on developing a strategy for your social media efforts, please contact socialmedia@pcom.edu (PCOM) or stayconnect-ed@pcom.edu (PCOM Georgia and PCOM South Georgia)

FOR THOSE REPRESENTING OFFICIAL PCOM ENTITIES

BE CLEAR
When acting as a representative of the PCOM community, clearly identify you or your group's relationship to PCOM and link back to the appropriate pcom.edu Web page to reinforce the connection to PCOM. If you are a member of the PCOM community, but acting in social media as an individual, make it clear that you are expressing your own opinion and not that of the College.

BE PREPARED
When creating or managing a social media account for a PCOM entity, ensure access credentials are shared by at least two people in case one team member is unreachable or no longer at the College.

BE "PCOM"
Remember, you represent PCOM: read and familiarize yourself with PCOM's Social Media Policy, Graphic Style Guide, Editorial Style Guide (all found on my.pcom.edu) and ALL other policies governing the institution. Brand consistency is important to identifying as ONE PCOM and positions your message with the authority of the College's reputation.

BE SUCCESSFUL
Create a social media strategy: identify your audience, the account's personality and goals, staffing, content calendar and other tools for success before jumping in. Take advantage of resources that the Social Media Manager can provide, including templates, best practices and consultation to help you succeed.

BE RESPONSIBLE
In representing the College, be mindful of the content you are sharing. Ask yourself: does the institution have usage rights to any imagery or audio content being shared? Is the content accessible? Do I have permission to share the likeness of the subjects in my photo?

FOR EVERYONE IN THE PCOM COMMUNITY

BE AUTHENTIC
Represent yourself accurately and be transparent about your role at PCOM. Admit when you make mistakes and correct inaccurate information. Consider that you are in an academic environment and the implications of utilizing a PCOM-provided platform that automatically identifies you in your role at PCOM.

BE SMART
Social media is "real life." Behavior in social media is no different than in e-mail, public speech, classroom lecture, conversation with friends, or a poster on a wall. Anything considered inappropriate offline is likely also inappropriate online. When in doubt about whether to share or not, it is better to be safe than sorry.

BE THOUGHTFUL
Be mindful of what is considered appropriate behavior in different countries and cultures around the world and of how your words, actions and images may be perceived. Know your audience and think before you post.

BE RESPECTFUL
Social media provides a place to foster community and conversation. Adding value is good when content is on topic and when done in moderation. Positive and negative comments are legitimate parts of any conversation. It is OK to accept the good and bad, but not the ugly.

BE MINDFUL OF RELATIONSHIPS
Think through creating friend/fan/follower connections where authority relationships exist. By adding a person to your connections, you give them access to your content, and thus relinquish control of that content, as connections can share your content as they wish.

FOR ANY QUESTIONS RELATED TO BEST PRACTICES, PLEASE CONTACT THE SOCIAL MEDIA TEAM: SOCIALMEDIA@PCOM.EDU.

IMAGE GUIDELINES FOR SOCIAL MEDIA
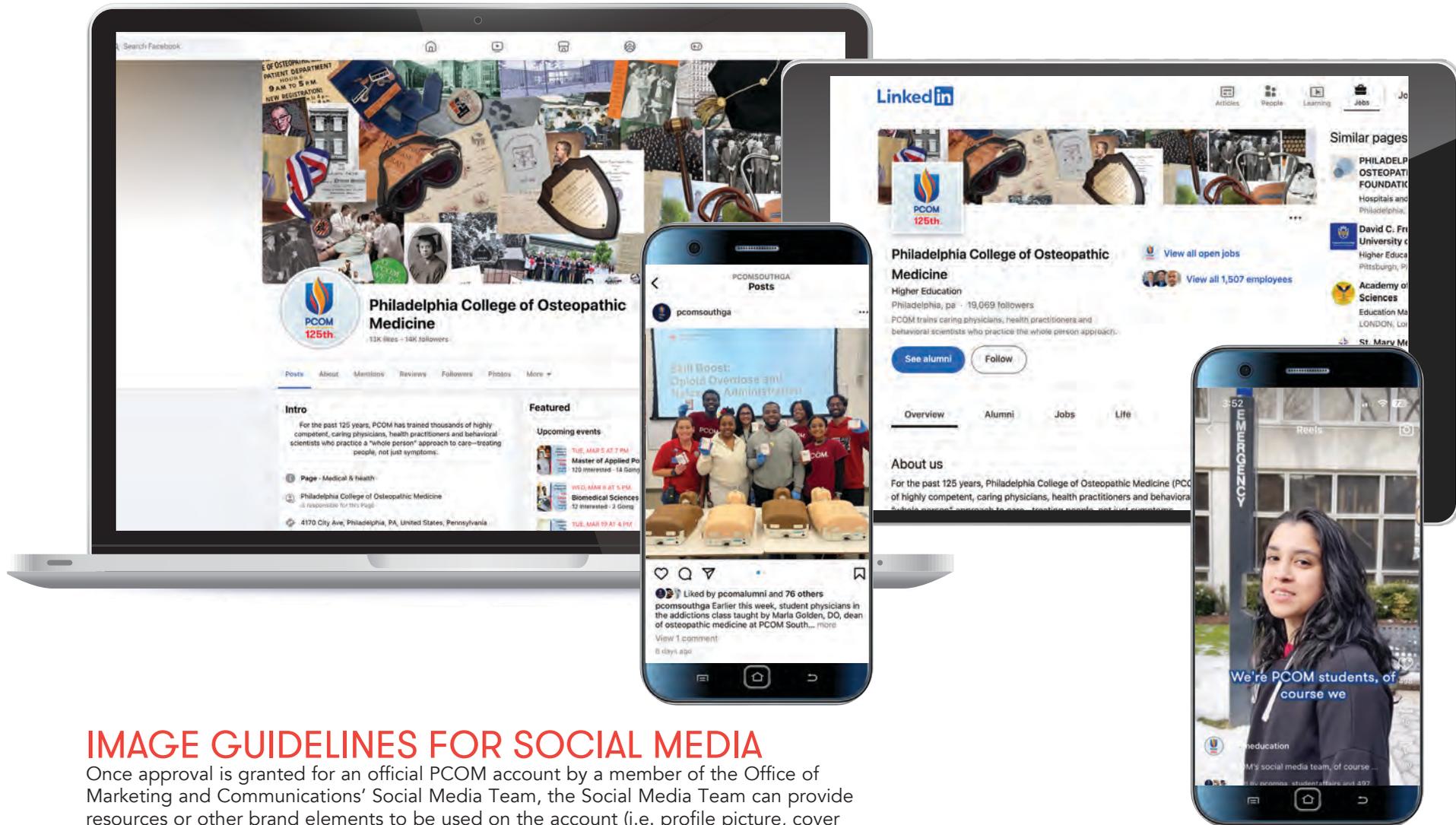
IMAGE GUIDELINES FOR SOCIAL MEDIA

Once approval is granted for an official PCOM account by a member of the Office of Marketing and Communications' Social Media Team, the Social Media Team can provide resources or other brand elements to be used on the account (i.e. profile picture, cover photo, icon, background, etc.), and other guidance, including steps to obtaining proper imagery (such as profile photos/icons, cover images, etc).

Please see **PCOM's Graphic Style Guide** and **Social Media Policy** (found on my.pcom.edu) for guidelines on the use of PCOM's logo and on owning and operating a social media account affiliated with the institution.

IMAGE GUIDELINES FOR SOCIAL MEDIA

Student clubs and organizations are not permitted to use PCOM's logo or wordmark without their club or organization name alongside it; as stated in the PCOM Graphic Style guide. Use of the PCOM flame by itself is strictly reserved for academic and administrative accounts of the College. Student organizations may work with their student life representative in Student Affairs to place a request to add the PCOM logo with their student club or organization name. PCOM's marketing and communications team will create a club-appropriate icon that adapts with a version of the logo in the file format you require.

When selecting and using a photo, make sure you have the legal rights to that image.

Please see the following page for resources available for student clubs and organizations or reference the Student Brand Protocol Guide in the MarCom section of my.pcom.edu for more information about student logo use.
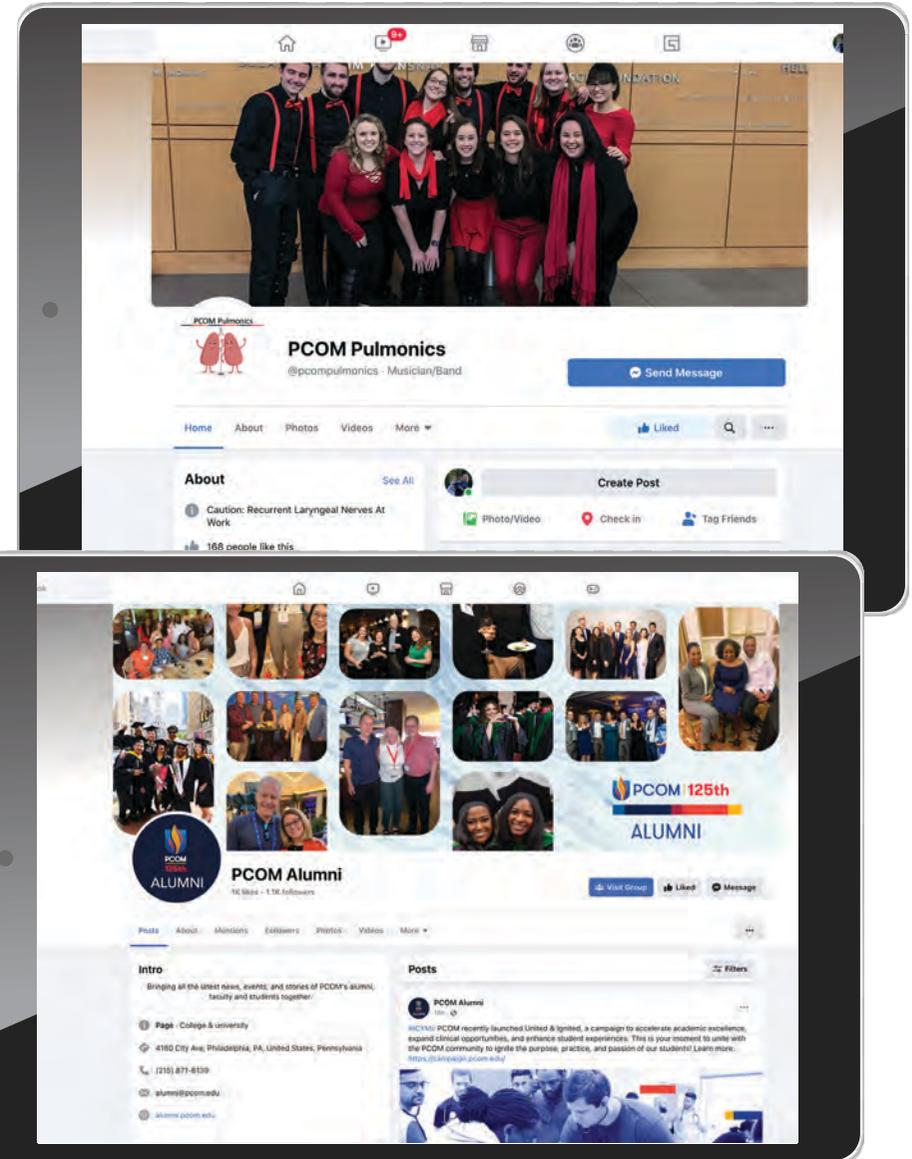
DO NOT borrow or copy images from existing official College pages.

DO NOT stretch or edit any imagery.

DO NOT use the PCOM flame logo or any part of the flame logo.

DO NOT edit the brand colors.