

Social Media Account Management Policy CHECKLIST



The NEW Social Media Account Management Policy (AD 18) was approved on January 22, 2014 and can be found at:

<http://www3.algonquincollege.com/directives/policy/ad18-social-media-account-management/>

If you currently manage a social media account on behalf of a College department, academic area, program, or other unit—or if you're thinking about starting a new account—then this checklist is for you!

NEW COLLEGE-AFFILIATED SOCIAL MEDIA ACCOUNTS

- Meet with Algonquin's Social Media Community Officer prior to the creation of a new College-affiliated social media account.

Considerations prior to meeting:

- Which social networks and why? (Ex. Facebook, Twitter, etc.)
- Does a similar account already exist?
- What is your social media strategy? <http://www3.algonquincollege.com/ac-social-media/templates/>
- Who will manage the day-to-day interactions on this account?
- What kind of content will be shared, and how often?

ALL COLLEGE-AFFILIATED SOCIAL MEDIA ACCOUNTS

- Provide login information (username, password) and identify account holders to the Social Media Community Officer.
 - If the account is a Facebook Page, add the Social Media Community Officer as a Page Admin (Manager role).
- Notify the Social Media Community Officer if the account login information or the list of account holders change.
- Demonstrate your account's affiliation to the College via text, links, and imagery:
 - "Algonquin College" appears in the username and/or main title of the account. "AC" is used if character limits exist.
 - A link to a relevant webpage on [algonquincollege.com](http://www.algonquincollege.com) is included in the account description, bio, or other prominent area.
 - On Twitter, the College's main Twitter account (@AlgonquinColleg) is included in your account's bio section.
 - The College's logo or icon appears on your account as a profile image or avatar.
- Register College-affiliated social media accounts with generic, departmental, social media specific email addresses (not a person-based email address).
Ex. socialmedia@algonquincollege.com
- Notify the Social Media Community Officer if you discover a social media account related to your area which you do not have login credentials for.



For more social media resources, visit Algonquin's Social Media Hub — a learning resource for AC Employees. <http://www3.algonquincollege.com/ac-social-media>
See you in the social sphere!

Social Media Community Officer

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