North Shore Community College

Social Media Handbook

TABLE OF CONTENTS

APPENDIX

Social Media Overview

Social media refers to online tools and services that allow any Internet user to create and publish content so people can come together online to post and share information, news and events. The "social" in social media refers to the ability of individuals to find others with similar interests and interact with them through online communities.

Social media has changed the way we communicate – both as an institution and as individuals. With tools such as Facebook, Twitter, Instagram, LinkedIn, YouTube, and Flickr, anyone with an Internet connection now has the ability to create a dynamic web presence, update it from wherever they are, whenever they want, and share their content instantly with friends and followers around the world. Social media has given North Shore Community College (NSCC) the opportunity to engage in ongoing "conversations" with our students, faculty, staff, parents, alumni, colleagues, fans and friends about what is most important to them, extending the community found on the NSCC campus to the world.

The rapid growth of social media technologies combined with their ease of use and pervasiveness make them attractive channels of communication. NSCC supports the use of social media by employees to connect with students, fellow faculty and staff, alumni, fans, colleagues and more. This handbook is intended to assist users in establishing NSCC-related social media sites and outline proper usage guidelines to ensure the most effective use of college sites. This handbook provides guidance on how to do so effectively, safely and within college guidelines.

As social media is constantly changing, these guidelines will continually evolve. If you have questions or suggestions, please email the External and Public Relations Department.

How NSCC Utilizes and Manages Social Media

NSCC has been an early and active adopter of social media. NSCC's social media presence is intended to provide the college community with a venue to share thoughts, ideas, and experiences through discussions, postings, photos, and videos. These tools enable the College to share what is happening on campus with the world, but more importantly lets us hear directly and immediately from students, faculty, staff, parents, fans and friends about what is important to them. This interactive "conversation" is what makes social media so different from traditional forms of institutional communication.

Social media helps build the NSCC brand and enhances our relationship with prospective and current students, and alumni, but we must engage in these activities as well-informed participants.

The primary tools NSCC is currently using are Facebook, Twitter, Instagram, LinkedIn, YouTube, Flickr, Google+ and Blogger.

NSCC has an official presence on each of the following social media sites:

Facebook: http://www.facebook.com/myNSCC

Twitter: http://twitter.com/#!/northshore_cc

Instagram: https://www.instagram.com/northshorecc/

YouTube: http://www.youtube.com/nsccmedia#p/a/u/0/zMp0KJmEA4w

Flickr: http://www.flickr.com/photos/northshorecc/sets/72157625486540825/detail/

LinkedIn: http://www.linkedin.com/company/north-shore-community-college

Google+: gmail.northshore.edu

Blogger: blogspot.com

In addition to the sites mentioned above, many NSCC departments and programs have launched an official social media presence, similarly branded to communicate that the information they are communicating is credible and college sanctioned.

Management of NSCC's Social Media

The External and Public Relations Department is the primary administrator of the College's main social media sites. Departments that are using social media, or would like to create a presence, must contact the Executive Director of External and Public Relations. Assistance and coordination will be gladly extended to ensure all NSCC social media pages are integrated and brand consistent.

All institutional pages must have a dedicated site administrator who will be responsible for monitoring the site and keeping content current.

Student organizations are encouraged to develop a social media presence. When associated with the college, these pages must adhere to all college policies. Developing "friendships" with the official college pages and other student group pages is encouraged!

Social Media & Related Policies

Social media usage at NSCC is governed by the same policies that govern all other electronic communications. Read the policies below before engaging in any social media campaign as part of your official duties at NSCC.

Computer Use Policy: http://www.northshore.edu/legal/computer_use.html

Privacy Policy: http://www.northshore.edu/legal/index.html

Copyright Policy: http://www.northshore.edu/legal/copyright.html

North Shore Community College

SOCIAL MEDIA GUIDELINES

UPDATED: 6/29/17

I.   PURPOSE

North Shore Community College (NSCC) uses social media to support the college's mission, goals and overall communication strategy, and to provide students, staff and followers college information and the opportunity to communicate interactively.

These guidelines apply to social media accounts created by staff or students for official business purposes of the College, and establish acceptable practices and procedures on how official NSCC sites will be created, administered and utilized. These guidelines were developed to ensure that information published electronically follows the same high standards as other forms of published college information.

For purposes of these guidelines, social media means any channel for online publication and commentary, including social networking sites such as Facebook, LinkedIn, Twitter, Instagram, Flickr, YouTube, etc. Through NSCC's Google Apps suite there is access to Google+ and Blogger. These outlets are primarily intended for use by faculty to enhance the learning experience of their students. NSCC domain applications Google+ and Blogger are recent additions to our available integrated Google Apps suite. These are tools that can provide a learning environment for interaction and collaboration among groups of students. Faculty members have options to use these integrated tools to create accounts for use in their classes. These tools, if used for education and curriculum purposes, are supported by Academic Technology.

Because of the constantly evolving nature of social media platforms, these guidelines do not attempt to name every current and emerging channel but will apply as appropriate.

II.   INTEGRATION

Official NSCC social media sites must comply with United States copyright laws and all other applicable local, state and federal laws and applicable policies. NSCC's Social Media Guidelines add to and complement existing NSCC policies regarding the use of technology, computers, email and the Internet. Individual site policies, such as Facebook Terms and Conditions, must be followed accordingly.

These guidelines do not apply to private, personal social media accounts. College employees acting in an individual capacity should exercise caution to communicate clearly that they are not acting in a representative capacity, or expressing the views of the College.

III.   SOCIAL MEDIA OVERSIGHT & REGULATION

The External and Public Relations Department is the primary administrator for NSCC's main social media pages. The External and Public Relations Department manages the development of ancillary college-related sites and is ready to offer assistance. Those wishing to develop a social media site representing the college must contact and work in conjunction with the college's External and Public Relations Department. Any sites or pages existing without the knowledge of the External and Public Relations Department review may be amended or removed. The External and Public Relations Department will maintain default administrator rights for all NSCC related pages and will regularly review pages to ensure they are being produced in accordance with these guidelines and the best interests of the College.

Facebook pages that are created correctly will be invited to join the NSCC "Family" of Facebook pages, as recognized on the college's main Facebook page under "Likes." In addition to the main college Facebook page, other official college Facebook pages existing at the time of adoption of these guidelines include: Veterans, Admissions, Financial Aid, Library, Academic Technology, Alumni, TRIO, Women in Transition, Cafeteria, Student Government Association and Queer Straight Alliance and Environmental Science Clubs.

In general, individual faculty or student pages are not included in these guidelines. The College does not take responsibility for pages developed by others that are not for official college use.

IV.   OFFICIAL COLLEGE SOCIAL MEDIA PAGES

When clearance is gained for the creation of a new social media site, site administrators must be selected to monitor and maintain the site. Site administrators, as approved by their department's leadership, are responsible for maintaining accurate and timely content, regularly monitoring comments, and for deleting postings that may violate this or other NSCC policies.

Administrators cannot promote individual opinions or causes which are not directly related to College purposes. Links to commercial entities or nonprofit organizations must not imply endorsement by the College.

Naming Conventions

For consistency, all official NSCC Facebook pages must be created using similar generic page names and email addresses, ie. www.facebook.com/NSCC/YOUR AREA'S NAME.

Content Development

Social media content on official College sites must relate directly to College business, programs, and/or services. The department that publishes information on an official NSCC social media page is fully responsible for accurate content and currency of information. All official NSCC social media sites must display clear identification of NSCC on the top-level pages and display clearly labeled ownership information on each page in the form of a contact email address, which may be supplemented by a specific web URL, contact name and/or telephone number

All official NSCC social media sites must present information using the highest editorial standards (spelling, punctuation, grammar, style, etc.). Administrators of pages containing out-of-date

information will be requested to make necessary corrections. Pages containing sexist, racist, offensive, defamatory, abusive, harassing, or pornographic language will be shut down immediately. Do not electronically publish any personally identifiable information (PII).

Uploaded photos and videos must relate directly to the College and/or student life and should not be used as a promotional tool for programs, products, or services outside the College. Any unoriginal information or photography posted must be cited/credit given (see Copyright Policy or Creative Commons, http://creativecommons.org/about for guidance.)

Faculty members have the option to create accounts within NSCC's Domain Applications (i.e. Google+ and Blogger) to promote interaction and collaboration within their classes.

Student groups that wish to create college social media sites must contact NSCC's Office of Student Life and follow the procedures outlined above. When associated with the College, these pages should adhere to College policies. Developing "friendships" with the official College pages and other student group pages is encouraged!

Responsibilities

Should a NSCC site administrator leave the College for any reason, or no longer wish to be a site administrator, it is said department's responsibility to designate another employee to be the administrator and to remove the former employee's administrative permissions to the site. All changes should be communicated to the External and Public Relations Department. Whenever possible, a department should appoint two individuals to act concurrently as site administrators for a NSCC social media site.

College Branding

North Shore Community College logos may be used on official college social media pages by NSCC departments or approved student groups, as long as the logos are used correctly. For correct logo usage, consult NSCC Marketing Communications. No official college logos or other official college materials may be used on unofficial sites without permission of NSCC's Marketing & Communications Executive Director.

V.   NSCC DOMAIN SOCIAL MEDIA OPTIONS

NSCC now supports the use of Google+ and Blogger as integrated tools to primarily support curriculum and academic learning.   These tools are not intended to replace or supplement official NSCC Facebook and Twitter pages. In addition to the content recommendations above, some guidelines to bear in mind when using NSCC Domain Applications include:

- Do not post confidential information about NSCC students. Use good ethical judgment and follow College policies and federal requirements, such as FERPA.

- For NSCC's protection as well as your own, it is important that you show proper respect for copyrighted material owned by others. This includes copyright laws for text, ideas, research as well as images. Please reference any material and cite it appropriately.

- It is the responsibility of each user to ensure appropriate sharing controls are used in order to protect intellectual property placed in Google+ and Blogger as well as to prevent accidental or undesirable file sharing.

VI. VIOLATIONS

Because the NSCC pages on social media sites are interactive tools, administrators should monitor user conduct pages closely and frequently. Any questionable conduct should be removed and reported to the Office of External and Public Relations.

NSCC reserves the right to block or remove the content of any post that violates campus policies, including but not limited to harassing, threatening, or profane language aimed at creating a hostile or intimidating environment. Content may be removed at any time without prior notice for any reason deemed to be in the College's best interest.

These guidelines will be periodically revised in response to pertinent legal and/or technological issues in consultation with the appropriate entities.

QUESTIONS

Any questions about these guidelines or creating a college social media site should be addressed to NSCC's External and Public Relations Executive Director at lbrantle@northshore.edu.

All questions, comments or suggestions regarding academic or educational use of Google+ and Blogger should be directed to the Director of Distance Learning/Instructional Technology at amilliga@northshore.edu.

FINAL APPROVAL:

Wayne M. Burton
President, North Shore Community College

Date: October 3, 2012

UPDATED: 6/29/17

Things to Consider Before Beginning Social Media

GOALS: *What do you want to accomplish*?

Before jumping in to social media for your department, program or office, spend time determining what you want to accomplish. If you simply want to promote an event or send out news about your department, using a press release, newsletter or website might be a better choice. Understanding this will help you choose the appropriate tool or tools, create relevant content and understand what is the best way to reach your target audience.

AUDIENCE & MEDIUM: *Who are you trying to engage*? *What channel should you use*?

Identifying your audiences will help you tailor your content and also choose the right communication tool/s. List your primary audiences. Make sure they are likely to be utilizing the medium you choose.

MESSAGE: *What do you wish to convey*?
Identify the content you have to share. Is it primarily news updates, research developments, or networking information? Photographs? Video? List the content you will be sharing via social media. But remember, social media is all about connecting, not just pushing out a message. To be a good participant, you must first be a good listener. Your online community will tell you what they want to hear from you.

CAPACITY: *Do you have what it takes? Who Will Monitor Your Site*?
Being successful at social media takes not only time and some strategy, but also an outgoing online personality. Identify the person or persons who will have primary responsibility for populating, maintaining and monitoring your site. Ensure they have the time and enthusiasm to devote to this project. In any case, you'll need to have some personal or professional experience with social media before hosting an account on behalf of NSCC.

PRIVACY: *How do you protect your privacy*?
Everything you write or receive on a social media site is potentially public.
Use the highest level of privacy tools available. Applications that allow you to interact with others online (e.g. Facebook, Twitter, LinkedIn, etc.) require careful consideration to assess the implications of "friending," "linking" "following" or accepting such a request from another person. For example, there is the potential for misinterpretation of a relationship or the potential of sharing protected information. Relationships such as faculty-student, supervisor-subordinate and staff-student merit close consideration of the implications and the nature of the social interaction.

SUCCESS: *How Will You Measure It*?
Determine how you will measure the success, or lack of success, of your site. Increased traffic to your Web site? Better communication with prospective students? A new network of colleagues? List how you plan to measure the site's success, and the tools you'll use to track that success.

GETTING STARTED: Social Media Implementation & Site Management

1. **Secure Approval** of your director, department head, dean or vice president.

2. **Identify an Administrator.**
    Determine who will be the primary person responsible for updating and monitoring your site. Ensure they have the time to check in on the site regularly, at least once a day. This does not need to take up a significant amount of time, but successful social media sites are updated frequently, enable easy engagement with viewers and adjust in response to timely events and problems. Assign and train a backup for this person.

3. **Create a strategy.**
    The more work you do on the front end, the more likely you are to create a successful social media presence. Define what you hope to accomplish, with whom you wish to engage, and what content you wish to share first, and then begin exploring social media tools.

4. **Choose your platform.**
    You may find the short, 140-character bursts of Twitter are a good fit for your goals. Or you may have photos, videos and a well-developed community that would be best shared via a Facebook fan page. Do not try to do it all at once – choose a tool that best meets your goals and focus on building a strong presence one channel at a time.

5. **Name & Design your Site.**
    Create a profile name that clearly and concisely identifies your program and its NSCC affiliation. Do not identify yourself simply as "NSCC," as that implies you are speaking for the entire institution. Select appropriate logos, photos, and content to populate the site.

6. **Content.**
    It is very important to realize that by using social media you are instantly visible to people around the world. Your content represents the College voice. As such, make sure you are ready for this commitment of time and responsibility. Content should be updated as appropriate by the medium (that may be on a daily or weekly basis). Have a backup for the site administrator to cover work outages such as sick days and vacations. If at any point you plan on not using your social media channels, it is important that you remove it and remove any links you may have had to it on the website.

7. **Launch.**
    You're ready to communicate! Use traditional means, such as email lists and notices on your web site, to notify your potential audiences that you have a social media presence. Also, notify other social media users with similar interests that your site is live – one of the best ways to do this is by linking to these sites from yours and mentioning them in your posts. Include easy-to-find links to your social media presence on your web site.

8.   **Engage & Monitor**

9.   **Evaluate & Adjust:** Once your site is up and running, you will find some content is popular, some is ignored, and some is just plain cumbersome. Ongoing evaluation should also be part of your strategy. Evaluate your site's success and be prepared to realign your site's content. All social media platforms come with easy-to-use tracking tools, so you can see which posts are viewed and shared most, which generate comments, etc. Be prepared to realign your strategy in response to who is viewing your site and what they are most interested in.

11.   **Tell Us About It!**
NSCC has a broad audience of students, faculty, staff, parents, alumni, and community partners keeping in touch with the college via social media. Let us know what you are doing so we can help expand your reach by sharing it with these individuals, and also to make sure we are aware of the news and developments your are sharing with your audiences. We can all learn from each other, but it's easy to slip into a vacuum when working on your own.

Best Practices for a Successful Social Media Presence

Be Appropriate.
Social media is an extremely powerful tool with far-reaching influence. Do not abuse it. Anything you post in your role as a NSCC employee reflects on the institution. Be professional and respectful at all times on your social media site. Do not engage in arguments or extensive debates with naysayers on your site. Do not ever post spam or engage in spamming behavior. Failure to respect social media protocol and etiquette will leave a negative impression on those who come in contact with it, so be aware of the expected standards of behavior wherever you may be posting, and be prepared to spend as much time reading social media sites as you spend writing your own updates. Social media is a forum that works best when users participate in both sharing and reading in equal measures.

Remember, everything you do online can and will live forever.
Think before you post, remembering that anything you share within social media, even within a closed network, is not private. It can and will be shared, stored and spread globally. Don't post anything online you wouldn't feel comfortable seeing on the front page of the newspaper or on the CNN web site.

Be timely.
One of the great benefits of social media is the ability to share information almost instantly with a global audience. This timeliness is also one of the expectations of that audience. Be prepared to move quickly in response to new developments, announcements, or emergencies with relevant information on your site. Engage with your audience, answer questions and provide information as requested. A short amount of accurate information delivered at the time of need can sometimes be more valuable than a full report delivered well after the issue has passed.

Be active.
Your social media presence require diligent care and feeding. If you do not have the time or resources to check in on your sites at least a few minutes each day, and to post fresh content several times a week, reconsider jumping in to social media at this time. Your site is only as interesting as your last post – if that post is several months old, visitors will consider it mothballed.

Be transparent.
Make it clear that you are blogging / tweeting / Facebooking, etc. in your role as a staff member for NSCC. One of the great benefits of social media is that the individuals maintaining social media sites personalize large and complex institutions such as NSCC. Use your own "voice."

Listen.
Being a consumer of social media is essential to your ability to be a successful producer of social media content. "Listen" to online conversations on your preferred tools – be they Blogs, Twitter, Facebook or anything else – to maintain a clear and current understanding of what is relevant and of interest to the community.

Comment.
As a consumer as well as a producer of social media, offer comments on interesting posts and share the good work of others using your sites. Social media is not (only) about sharing your news and success, it's about sharing information that is of interest to your readers and viewers. When commenting as part of your job, be sure to indicate who you are and your affiliation with NSCC. If you see a post that you think requires or would benefit from an official NSCC response, please contact the Office of External and Public Relations at lbrantle@northshore.edu or 978-739-5506.

Accept and monitor comments.
A social media site without comments isn't very social. Be prepared to accept and respond to comments. Moderate all comments and understand that not all comments will be positive, and respond to negative comments professionally and by providing any additional information that may help resolve the issue. Post a disclaimer on your site stating you reserve the right to remove inappropriate comments. Remove those comments containing vulgar language, those that attack any one group or individual and those that are obviously spam.

Don't cyberslack.
Endless amounts of time can be spent, and wasted, on social media sites. Limit the amount of time you spend attending to your department's social media presence to what is needed to post content, evaluate traffic data, review related sites, and monitor comments.

Be Authentic.
Protect the Institutional Voice: The single most important aspect of building a successful and useful social media presence is authenticity. Social media is about individuals engaging in two-way communication. NSCC employees who use this technology should feel encouraged to speak with their own personal "voice." The social media audience is aware and leery of canned responses and will generally avoid engaging with content that lacks a real human personality behind it. Remember, anything you post with the NSCC name attached to it is representing NSCC to the outside world. Think before you post; social media has the capacity to travel far and wide.

Respect Privacy.
Under no circumstances should the private information of any prospects, applicants, or members of the NSCC community be disclosed, using any form of public or semi-public social media. Also, do not publicly share inside or confidential information pertaining to the College as a whole. If you discuss a situation involving individuals on a social media site, be sure that they cannot be identified..

APPENDIX

North Shore Community College

New Media for Novices

FACEBOOK 101

WHAT EXACTLY IS FACEBOOK?

Facebook is a free online social networking tool that allows you to connect and interact with friends, family, and people who share your interests. Anyone over age 13 can sign up with a valid email address.

HOW DO I GET STARTED?

Go to www.facebook.com and create your PROFILE

Signing up is quick and easy. Provide your name, working email address, birthday and password and you're set. Once you are connected, you will have the option of creating a personal profile. You can say as much or as little about yourself as you want. Display your interests, passions, and talents on your profile for your friends to see. Within your profile, you can post and share photos, videos, notes, and links to your favorite sites or blogs. You can also become a fan of Pages that you support and invite your friends to become fans. Use Facebook privacy settings to customize how much of your information is available to your extended network.

WHAT NEXT?

Find your Friends

Most of Facebook's features depend on the idea that there are people in your life that you like to stay in touch and connect with. Whether these people are best friends, family, coworkers, or acquaintances, once you connect to them, they are considered Facebook friends.

Connect & Share with your Friends/Fans

Visit your Friends page by clicking the big "Friends" link on the top of any Facebook page to see recent activity from your friends, organize people into lists for messaging, and see people's statuses.

Go to your friends' profiles. You can see what's been going on with them on their Walls. There you can see their recent status posts about what they've been doing, photo albums of recent adventures, and what their friends have been saying to them.

Interact = Start sharing

The publisher—the box that sits on top of your profile and home page—allows you to share links, photos, notes, and short status posts that reflect what you're reading, watching, thinking about or feeling. Your friends can understand a lot more about you knowing what's going on in your   life.

Get the news

Whenever you land on your home page (which you can get to by clicking "Home" in the upper left hand corner), you'll see a live stream of posts your friends have made—interesting links, thoughts, photos, and tidbits from their lives. This helps you keep up with things your friends are doing in their everyday lives. To filter the information on your home page, select a filter from the main menu on the left side of the page.

Upload photos

Facebook is the number one photo-sharing site on the internet. Photo albums are easy to share with people on and off Facebook. As you upload photos, you will learn how to "tag" yourself and your friends so that people will easily be able to see a history of photos of you.

Share common interests

Browse some of the groups in your area. If you find ones that have similar interests as you, get involved in the discussion.

Find more friends

Once you've created your account on Facebook, take a moment to make some friends… or rather, find your friends who have profiles on Facebook.

(http://www.facebook.com/findfriends.php)

There are a four ways to do this:
- *Select friends from your webmail address books.*
- *Select people you know from your Facebook network.*
- *Search for friends by name.*
- *Select friends from your instant messenger contact list.*

CREATING A PAGE FOR YOUR DEPARTMENT, PROGRAM, OR CLUB

What is a Facebook Page?

Pages are for organizations, businesses, public figures, and brands to broadcast

great information in an official, public manner to people who choose to connect

with them

Creating a Facebook Page

The Office of External and Public Relations will assist you with establishing your Facebook page. Please contact them before you start.

You need to decide BEFORE you create your page what to call it, as it cannot be changed once created (unless you delete the page and start over).

All NSCC departments should stay within the NSCC brand, ie. North Shore Community College (fill in the blank) Examples of existing pages include: North Shore Community College (Alumni, Veterans, TRIO, Library, etc.)

Will users be able to see that I am a Page admin and contact my personal profile?

The people who connect with your Pages will not be able to see or access to your personal profile. Any actions that you take as a Page administrator on your Page will show the Page's name as the actor and not your personal name.

STEPS

1. Go to www.facebook.com
2. To create NSCC affiliated page, at the very bottom of the page click on Create a Page for a business or band or community or public figure (find this option at bottom of page under personal info.)
3. You will be given options on what kind of page you want to create.
       Choose: Business or Brand or Community or Public Figure
4. You will be given options on what category of page you want to create.
       Choose: Education.
5. You will be asked your site name. It should be NSCC………….
6. Agree to FB Terms and click next.
7. You will now be at the "Create a Facebook Account" page.
       Choose: I do not have a Facebook account
       Enter email address that you wish to use/link to the page.
       Agree to use and Sign Up Now. Voila! You have a Facebook page!
8. Populate page with info and photos.
9. Find "friends/fans", ie. people you want to connect and interact with.

FACEBOOK GLOSSARY

Applications – No, these aren't dull forms to fill out. When you add these fun interactive details/objects to your profile, you communicate your style, personality, and interests to friends in your network.

Discussion Board – This is an area where a Page's fans can engage in topic-based dialogue. Usually the topics are questions posed by the Page admin to spark conversation and interaction.

Inbox – Much like your email inbox, this is where you can send and receive messages that require a little more privacy than you'd get from a wall post. Inbox messages can only be seen by the sender and the recipient.

News Feed – Think of it as a tickertape of your activities on Facebook. When your friends visit your profile, they will be able to see what you've been up to, or what's coming up in your life. Your News Feed won't display personal information about you, or information about what profiles, photos, or notes you view. In fact, you can control what your News Feed displays by changing your privacy settings.

Pages – Created by companies, organizations, musicians, politicians, etc. Facebook members can become fans of a Page to communicate support for the group, company, etc, and to interact with other members who share their sentiments.

Poke – Let your friends know you're thinking about them, without saying a word. When you send a poke, the recipient gets a message telling them that they've been poked. It might sound simple, but it's also a lot of fun!

Profile – Your personal space on Facebook. This is where your friends can contact you, leave messages, view and interact with your applications.

Status – How are you feeling? What are you doing? Let your friends in on your activities and whereabouts by updating your profile status.

Tag – Whenever you or a friend posts a photo to Facebook, you have the option of "tagging" – identifying – the people you know in the photo, be it yourself, or someone in your immediate group of Facebook friends.

Wall – Your wall may be one of the first features of your Facebook profile that you interact with. This is where your friends can leave you messages (your other friends can read these messages too). To send or receive a more private message, use your Inbox.

Appendix B: How to Create a Twitter Profile for your Department or Program

North Shore Community College

New Media for Novices

TWITTER INSTRUCTIONS

*DISCLAIMER: a*lways remember that everything you do on Twitter is public and Twitter is *more permanent than the internet*. Unless you lock your profile, all of your tweets are public record and searchable, **forever**. A good rule of thumb: write something that you wouldn't mind your parents reading.

Twitter is a free social networking and micro-blogging service which allows you to send "tweets" to the rest of the Twitter world.

Tweets are posts limited to 140 characters which can be about any subject you want to discuss.

You can receive and send updates to and from Twitter using a short message service (text), RSS, Instant Messaging, email or through a third party application. Twitter itself is free to use but if you are using a cell phone you may be charged for the text by your phone provider. Twitter users must set up their cell phone for Twitter to work from it.http://support.twitter.com/entries/14014-twitter-phone-faqs.

Join Twitter for free by going to their sign-up page: http://twitter.com/signup

1. **Create a Twitter Account**
   a. To sign up for Twitter, go to twitter.com and click on "Get Started – Join!"
   b. Choose a user name. This can be your own, or a made up name to protect your privacy.
   c. Choose a password. It must be at least 6 characters long.
   d. Insert your email address.
   e. Type in the words for the CAPTCHA device.
   f. Read and agree to the **Terms of Service**. http://twitter.com/tos.
   g. If you want email updates, click on the box.
   h. Click **I accept. Create my account**.

2. **Set up your profile.** Twitter offers various **backgrounds** you can choose from. You can change these in your "Settings", the link for which is located under your picture on your profile page on the right sidebar. Be sure to include **your website** and *information about yourself* since Twitter people actually want to know these things.

3. **Build your network**. Twitter will allow you to import e-mail lists, contacts from instant messaging services, and you can find your friends on their search engine.

Clicking on the link "Find some Friends and Follow What They're Doing" will allow you to either find friends via your email account or invite friends who are not using Twitter yet to join.

The best way to build a list of interesting people is to go to the Twitter search engine at search.twitter.com and plug in *your interests*. This will then display people or organizations that you can choose to follow. Twitter will also suggest people you might want to follow.

4. **Tweet**. On **your profile page** will notice the message "What are you doing?" above an empty text box. This is where you post your messages, or "Tweets." Type your tweet (no more than 140 characters) into the box provided. Click on the gray update box.

   Tweet often, but *only if you have something of value to say*. You should aim for a few tweets a day.
   a. If you have something of value to offer online, like a blog or a website, share updates that you make to it or new postings that you have written.
   b. You can also "retweet" other's tweets that you like to share with your followers.

5. **Follow Someone** is the same thing as adding them as a Facebook friend, except that they don't see your updates unless they choose to follow you as well.

   Generally the best way to get followers is to add people based on your interests, as most people *will follow you once you start following them*.

   Once you start following someone, their updates, or **"Tweets"**, will appear in your Twitter feed. If you find someone is getting on your nerves with too many Tweets, remove them by going to their profile page on the Twitter site; you may do this by clicking on their name. Click the arrow **beside "Following" just below the top of their profile page** and then click "Remove".

6. **Set Alerts**. Set up your alert message preferences. Clicking on the link "Find some Friends and Follow What They're Doing" will allow you to either find friends via your email account or invite friends who are not using Twitter yet to join.

7. **Privacy**. One of the most important things you can do on the Account screen is protect your updates. There is a "protect my updates" checkbox located at the bottom of a screen. If you click on the box, your profile will no longer be visible on Twitter's public timeline. This means only people that you approve can follow your updates. If you are a minor or concerned with your privacy, check this box.