LEE COLLEGE

Social Media Style Guide

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Social media is a vital tool for colleges to connect with students, faculty, alumni, and the community. Managing a Lee College-recognized social media account allows your team to share important updates, news, and events quickly and informally. It also helps showcase our values, brand, and campus culture, which can attract new students and donors.

To ensure consistency, it's important to follow the College's official brand guidelines. This Social Media Style Guide outlines the standards for our official and recognized social media accounts. By following these guidelines, Lee College can effectively use social media while protecting the institution's reputation.

DON'T KNOW WHERE TO START?

If you need assistance or advice, please reach out to the Lee College Marketing and Public Affairs Office (MPA Office). Whether you're considering launching a new account or seeking guidance on best practices, our marketing team is here to support you. Please remember that all requests for our social media channels require approval from the Marketing and Public Affairs teams to ensure our messaging aligns with our overarching strategy and brand guidelines.

For specific style questions not included in this guide, contact Estefany Sanchez, Multimedia Specialist, at ***essanchez@lee.edu.*** For further questions call the Marketing & Public Affairs Office at ***281.425.6337.***

follow!

- **Facebook:** Stay informed with college updates, program highlights, event snapshots, press coverage, employment opportunities, student deadlines, and important alerts.

- **Linked-In:** Discover recruitment-related content, job openings, press mentions, and student/faculty success.

- **Instagram:** Immerse yourself in our college culture through program highlights, scenic campus shots, student life glimpses, event recaps, archival images, and diverse content.

- **X (Twitter):** Get the latest college news, program marketing, event notifications, media features, job listings, essential student dates, and emergency updates.

- **YouTube:** Dive deeper into our college narrative with program showcases, student success stories, event captures, and campus life videos.

Friendly Reminder: As per current legal obligations in Texas, it's important to note that Lee College employees are not permitted to create or manage TikTok accounts for official Lee College purposes.

Lee College   @leecollege   @leecollege   @leecollege   @leecollege   @LeeCollegeOnline

4 quick questions

Before we start, we strongly encourage you to ask yourself the following:

1 **Do you have the resources to manage your accounts?** Running a social media account requires time and dedication be sure that your account administrators are comfortable managing the account after hours.

2 **Are you able to post and how often?** For your account to be successful you will need to post regularly and year-round. Generally, page administrators should expect to post at least two pieces of original content each week for social media to be an ideal medium.

3 **Do you have a strategy?** Account managers should devise a content strategy to determine whether a new account is justified. Page administrators should also review the effectiveness of their channels on an annual basis

4 **Do you have enough content to sustain a social media channel, or would it be better to collaborate on promotions with the primary Lee College accounts?**
If you don't think you can maintain a consistent social media presence, the MPA Office will be happy to offer advice and assistance in promoting your message, event, program, etc.

ALTERNATIVES
There are alternative avenues of digital communication and marketing if you cannot dedicate the time and commitment needed for social media content creation and management.
- College, department, or program newsletters.
- Update the website frequently and include up to date news and events.
- Submit your upcoming events to the League College Events Calendar.
- Consolidate your social media presence with your parent, college, or department.

READY TO LAUNCH?

Before filling out the form to register for a new social media account, make sure you have everything in place. Here's a quick checklist:

GOALS: Define what you want your audience to do—visit your site, fill out forms, etc.

AUDIENCE: Know who you're targeting and what content they want.

PREFERRED NETWORKS: Decide which platforms your audience uses and make sure you can manage them.

ROLES: Decide who will post and engage with followers, and how often.

POSTING FREQUENCY: Determine how often you'll post—daily, weekly, etc.

CONTENT SOURCES: Plan where to get your content and create a content calendar.

MEASUREMENT: Track your goals and ensure you have access to relevant data.

TOOLS: Decide if you'll use native platforms or third-party tools for management.

If you're interested in becoming and administrator of an officially recognized social media account and would like to be added to the Lee College directory, please fill out the following form: **WWW.LEE.EDU/PUBLICAFFAIRS/SOCIALMEDIA/**

TO-DO

To attain recognition as official college accounts, please be sure to do the following:

1

Fill out the online **Social Media Request Form** on the MPA web page.

2

Determine the email for the account. Personal email accounts must not be used.

3

Email MPA a **list of all persons authorized** as administrators or editors of the channel.

4

MPA will email **access credentials (username and password)** for all created accounts.

5

Let's be friends! **Follow Lee College** accounts on corresponding channels.

PLEASE NOTE: The Lee College Marketing and Public Affairs Office will initially set up the account using the parameters outlined on pages 10-12. Once the account is created, you can customize the page, but please remember to follow the guidelines.
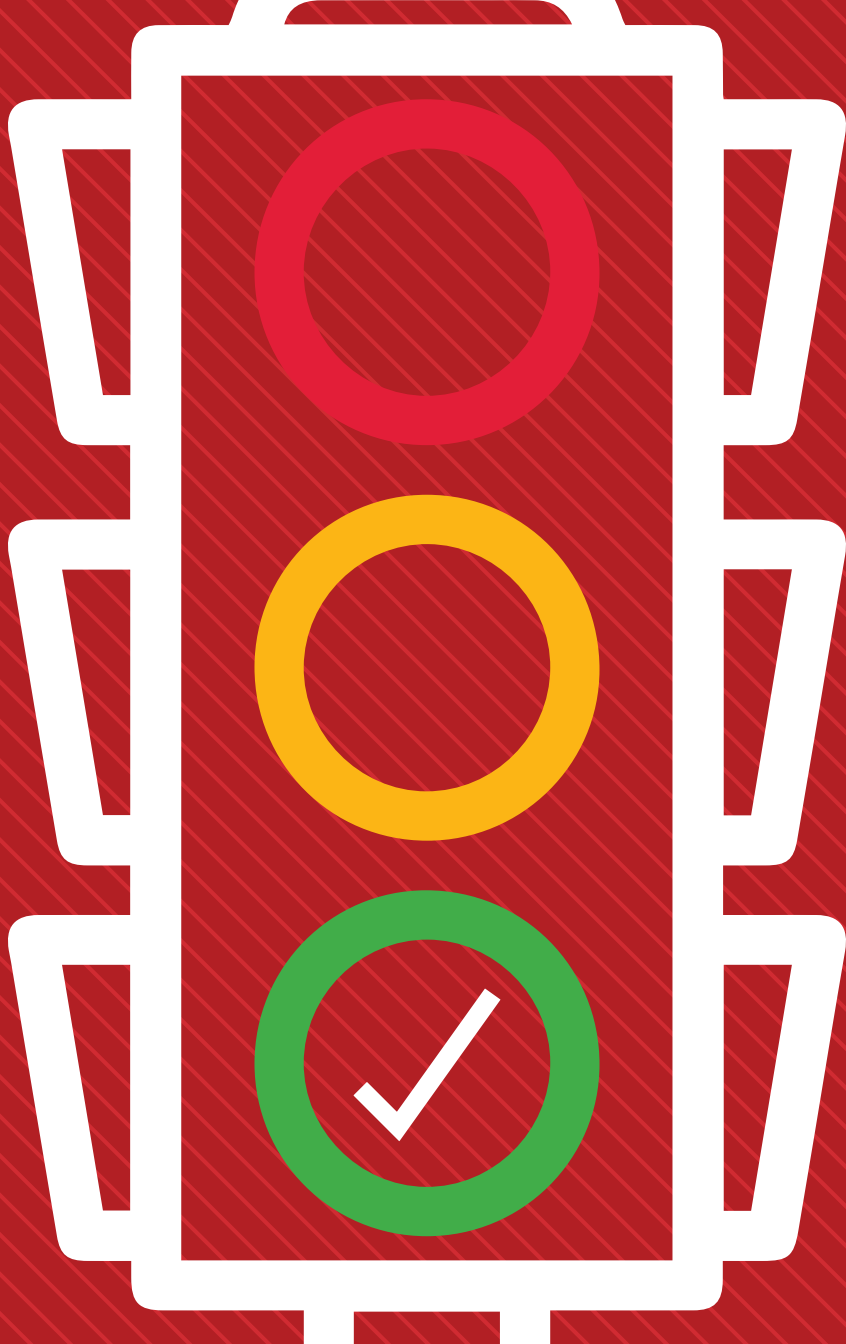
create!

ACCOUNT NAMES

Place the name of the college before department or program name. When characters are limited, using the abbreviation LC is appropriate. For example: leecollegeNEWS or LCNEWS.

ACCOUNT CREATION

AVATAR/PROFILE PHOTO

At Lee College, we love helping our organizations, departments, and programs shine online! If you're looking for a customized profile image for your social media, our Marketing and Communications team is here to assist. Just reach out and we'll work together to create the perfect image for your unit! Here are the two approved versions for use:

A - The Lee College logo, center-justified above the program/department name.

B - Accounts are encouraged to use photos that associate with their mission. Please avoid using photos of buildings. Add "one line Lee College logo" in lower banner when using a photo.

COVER BANNER

Also known as a header photo, a cover banner is the image that appears at the top of a profile (Facebook and X).

A - Lee College Curated Photos
The cover photo is a wonderful opportunity to highlight Lee College's unique identity, and so we have curated several options for your use.

B - Photo Related to Program
Programs are encouraged to use photos that associate with their mission. Using a single image across all social media channels builds recognition among audiences and should not be changed over time.

A

B

post!

IMAGES

Photos posted must have a minimum resolution of 72 dpi. Alternatively, images captured by the Lee College MPA Office are permissible for use.

GRAPHICS

Across all platforms, please refrain from posting fliers. Instead, utilize graphics sized at 1080x1080 pixels with minimal text.

RESPECT COPYRIGHTS

Social media administrators are expected to follow all copyright and intellectual property laws when posting to any social network. Don't use photography or video that isn't yours or isn't licensed. This includes the music used in videos.

CROSS POSTING

Cross Posting which involves sharing identical content across all social media platforms, is not recommended. Instead, cross promotion entails tailoring a distinct message for each platform to enhance engagement with your audience.

Tips for optimizing your content:

- Utilize unique photo assets with dimensions suitable for each platform.
- Schedule your posts strategically to avoid sharing identical content simultaneously. For instance, stagger your posts so that your post on Platform X goes live on one day, while your Facebook post is scheduled for another.
- Recognize that not all content needs to be distributed across every network. Consider your audience and the speed at which you want them to receive your message.

ENGAGEMENT

Please strive to follow Lee College's style guidelines when engaging with users on our social media platforms. This includes utilizing proper grammar, spelling, and punctuation, while refraining from excessive use of exclamation points.

DATES AND TIMES

- For times, use lowercase and periods (a.m. and p.m.)
- Write out full words for days of the week (Monday, Tuesday) and use dates (5.19.24) to save space.
- Months can also be abbreviated (Jan., Feb.) for space.

OFFICIAL HASHTAGS

#LeeCollege – for general posts regarding Lee College
#Baytown – for posts showcasing the campus or off-campus events
#WeAreLC – For posts regarding student/faculty/staff achievement
#WeAreNavs #NavNation #GoNavs – For posts regarding athletics
#JoinLC – for posts regarding admissions or open positions at the college

WRITE SHORT, BUT SMART

Some social media platforms have a character limit, others don't. But for the most part, we keep our social media copy short.

QR CODES

Do not use QR codes. QR codes are not effective online. Use links instead where applicable.

POSTING TIPS

Facebook (1 post daily) - **The most feel-good platform. Used for connecting friends and family, sharing updates and joining interest-based communities.**

- Post full event album 1-2 days after event have concluded.
- Post event graphics starting 2 weeks before the event takes place.
- Student/Faculty features can be posted once a month (get to know...)

Instagram (2 posts weekly) - **The most aesthetically motivated platform. Used for sharing photos and videos, highlighting personal moments and showcasing visual creativity.**

- Post photos of campus or students/faculty.
- Post a carousel (minimum 5 photos) after an event has taken place.
- Post about National Holidays (ex. National Library Day, National College Day, National School Colors Day).
- Reels are currently getting the most engagement on Instagram. Be sure to caption if applicable.
- Do not use links on Instagram as they are not interactive.

X (2-4 posts weekly) - **The most laid-back and fast-paced platform. Used to share thoughts, opinions, news and memes in short, simple and to-the-point posts.**

- Post student/faculty achievements.
- Post newsletters or campus news.
- Post job/position openings.

Stories (Facebook and Instagram)

- Repost an event graphic the morning of the event to your story.
- Post onto the story as your event is taking place (candids of attendants, merch being given out, activities taking place, etc.)
- Post giveaway winners to story.
- Repost graphics/photos from other Lee College accounts.

COLORS

Primary colors:
Lee College Red: PMS 186
Lee College Gray: Cool Gray 9

Primary colors help our followers to identify our brand quickly. These are Lee College's fundamental colors.

Secondary colors/accent colors
Light Gray: PMS CG 6
Dark Blue: PMS 303
Yellow

A secondary color can be used alongside our primary color.

#B30000
Lee College Red: PMS 186

#999999
Lee College Gray: Cool Gray 9

#BABCBE

Light Grey: PMS CG 6

#013353

Blue: PMS 303

#FDB515

Yellow only used occasionally

help!

INACTIVE OR UNMONITORED ACCOUNTS
Make sure to regularly maintain activity on all your social media channels. Hackers can target inactive accounts and post fraudulent content, posing as your campus entity. Consider retiring or hiding inactive pages if you don't plan to resume activity.

IMPOSTER ACCOUNTS
Keep an eye out for accounts impersonating your department, organization, or center. Search your name on Google and social media platforms to ensure there are no duplicate or similar-looking accounts aiming to deceive users.

SCAMS AND PHISHING
Be cautious of messages, both public and private, requesting passwords, banking details, or other personal information. Avoid responding to such requests.

PASSWORD SECURITY
Never share your passwords with anyone besides your social media team. If someone asks for your password, it's likely a scam. Ensure your team members keep their passwords secure.

IF YOUR ACCOUNT GETS HACKED
- Report the issue through the help section of the social network where the incident occurred.
- Notify the Marketing & Public Affairs Office immediately.

SECURITY & SAFETY

SECURITY AND SAFETY PROTOCOLS

For security purposes, social media accounts should be managed by at least two accountable employees: one full-time employee and one back-up administrator (MPA Full-time Employee).

ENDING, TRANSFERRING OR MERGING ACCOUNTS

When necessary, social channels can and will be shut down. This includes but is not limited to: large periods of inactivity, inappropriate content sharing, rude/hateful comments or messages to users, etc.

Always keep a close eye on social media platforms and ensure there's always an active administrator. If the owner of an account plans to leave Lee College, promptly identify a new administrator. Transfer ownership to them and revoke any access the former employee had. On platforms like Linked-In and Facebook, remove their profile as an administrator. For platforms like Twitter and Instagram, change the password.

When a channel manager leaves the college, they should communicate their departure with the other people who have access to the account. Password for the account should be changed and the staff member should be removed from the access list.

Accounts should be kept current. Any Lee College social media channel with no activity for 90 days or more will be inactivated.

These rules do not apply to faculty, staff, and student personal social media accounts, faculty professional social media accounts.