

Social Media Procedures for Departmental Pages

(These procedures expand upon the college's [Social Media Policy](#), which all social media account holders are required to know and follow.)

All departments must first notify their Dean and Chair and then the Director of Marketing and Public Relations (MPR) before establishing any social media account. Failure to do so could result in termination of the account. Departments must commit to posting weekly – if not daily – updates (posts, tweets, etc.) to their accounts. Again, failure to maintain accounts and keep them active and of interest could result in their termination.

Facebook:

All departmental Facebook pages should have a minimum of three administrators, two of which need to be the MPR Director and Specialist.

The name(s) of the departmental administrator(s) for Facebook must be kept on file with the departmental admin. That information also must be provided to the MPR director.

Twitter:

For Twitter, a generic departmental email, such as BioChem@ccm.edu, must be used for the login. Both the login email and password must be kept on file with the departmental admin. That information also must be provided to the MPR Director.

All CCM departments using Twitter accounts should include the official CCM Twitter handle, @CCM_edu, when posting a tweet. This will allow MPR to retweet tweets with broad interest and to assist the department with building a following for its account.

Examples of how you can include @CCM_edu in tweets:

@CCM_edu to debut Black Art Matters exhibit. ow.ly/hh8S308ILlp

Dan Palladino of @CCM_edu speaks about the college's #music programs and facilities

Congratulations to @CCM_edu for becoming a National Center of Excellence for Cyber Security Education

Instagram:

For Instagram, a generic departmental email, such as BioChem@ccm.edu, must be used for the login. Both the login email and password must be kept on file with the departmental admin. That information also must be provided to the MPR Director.

All CCM departments using an Instagram account should include the official CCM username, ccm_nj, when posting. To mention the official CCM account in your post, type @ followed immediately by ccm_nj (@ccm_edu). This will allow MPR to share posts with board interest and to assist the department with building a following for its account.