

Nyack College Facebook Page Guidelines

Facebook is fast becoming the center of online life for Nyack College students, faculty and staff. Facebook Pages allow users to "Like" organizations, products, music groups, media, and activities and their profiles are updated to reflect these interests. Liking a page allows the status updates of the Facebook Page to show up in the user's news feed. There's a lot to "Like" about Nyack College, and many aspects of campus life-both official and non-official-can be reflected through a Facebook Page.

It's important to brand your page as an official Nyack College Facebook Page in order to distinguish it from other Nyack College related pages. This guide outlines the steps necessary to create and maintain an official Nyack College Facebook Page.

Creating a Page Title

Facebook Page titles show up as the main heading of a page and the main identifier in search results on Facebook. The title of an official Nyack College Facebook Page should begin with "Nyack College."

Examples of proper page titles:

- Nyack College Student Development
- Nyack College College of Arts and Sciences

New York City Campus specific pages will begin with "Nyack College NYC."

Examples of proper New York City Campus page titles:

- Nyack College NYC Library
- Nyack College NYC Chess Club

Once you set the title of your Facebook Page, you cannot change it. You'll need to create a new page if you would like to adjust the title of the page.

Choosing a Profile Picture

Profile pictures visually distinguish your page from others in Facebook searches and in the newsfeed. Pictures of people are always going to stand out, but if you choose to use the words Nyack College as part or all of your profile picture, you must use an approved logo.

Creating a Custom URL

Custom URLs make navigating straight to your Facebook Page easy. Instead of asking someone to search Facebook for your page you can give them a direct link.

For example, the Nyack College Facebook Page custom URL is Facebook.com/NyackCollege. The custom URL of an official Nyack College Facebook Page should begin with "NyackCollege."

Examples of custom URLs:

Facebook.com/NyackCollegeStudentDevelopment
Facebook.com/NyackCollegeArtsSciences

New York City Campus custom URLs should begin with "NyackCollegeNYC."

Examples of New York City Campus custom URLs:

Facebook.com/NyackCollegeNYCMusic

Facebook.com/NyackCollegeNYCSGA

You can set the custom URL of your Facebook Page by visiting <http://facebook.com/username> . Once you set the custom URL for the page, you cannot change it.

Favorite Pages and Wall Posts

Facebook makes it easy to interact with other people and organizations as an official page of Nyack College. While it's possible to comment another page, add a page to your favorite pages, or tag a page in your status, it's important that any official Nyack College Facebook Page refrains from associating with an organization that endorses, promotes or displays any content that does not align with Nyack College's Code of Conduct.

Fan interaction should be welcomed and encouraged, but with fan interaction comes questionable content. Any constructively critical comments should be respected and publicly addressed, but those with profanity or general meanness should be removed. Repeat offenders should be blocked and reported.

Similarly, when posting content and responding to comments, the admin must keep in mind they are the voice of the organization represented by the Facebook Page and ultimately an ambassador of Nyack College.

Collaboration

Facebook Groups are a great way to share information and develop cross-promotion throughout each of the Nyack College Facebook Pages.

All admins of an official Nyack College Facebook Page should also join the Nyack College Social Media Admins Facebook Group. <http://www.facebook.com/groups/268831426528448/members/>

Registration

All Nyack College Facebook accounts need to be registered with the Marketing office located in Shuman Hall. Please complete the attached form and return to the Marketing Coordinator, Marielle Pasquale.

A department's page administrators should be limited to a staff or faculty member; students should not be page administrators. The exception would be if a student group had an account, but login information still needs to be registered for when the administrator graduates.

It is important for administrators to adhere to the following guidelines:

- Each person managing your Facebook account should do so from their personal Facebook profile. It's not necessary to create a separate shared Facebook profile.
- Limit the amount of administrators to the page to only those working directly with content creation
- Remove administrators who no longer work with the page.
- The administrator is responsible for the use of the account and any information posted to the account.

Posting Content

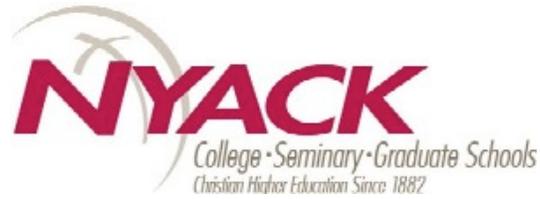
All content should be appropriate. Do not post information, photos or videos that will reflect negatively on you, your academic department, or Nyack College. All official posting should reflect the mission and core values of Nyack College and be respectful of all audiences.

- **Copyright:** You must have written permission prior to using any copyrighted or proprietary materials such as music, art, photographs, videos or texts.
- **Permission:** In general, verbal or written permission (or a Photo Release Form) must be obtained from individuals whose images are identifiable.
- **Personally identifiable information** that can be used to locate someone offline, including but not limited to phone numbers, home or local addresses, birth date, and e-mail addresses, should not be posted.
- **Respond** in a timely and courteous manner; opinions should be appropriate and polite.
- **Family Educational Rights and Privacy Act (FERPA)** protects the privacy of student education records. The College's e-mail system (not Facebook or Twitter) must be used when communicating about an issue involving a specific student.

Contact Information

If you have any questions regarding the Social Networking Policy
or if you need help managing your account, please contact:

Marielle Pasquale
Marketing Coordinator
845.675.4414
Marketing@nyack.edu



Social Networking Account Registration Form
One form must be completed for EACH account

Date:

Department:

Name of account manager (s)

Contact email:

Contact Phone:

Type of account (ex. Facebook, twitter)

Username:

Password:

Why are you creating this account?

What audience are you hoping to reach?

Please return form to Marielle Pasquale in the Marketing office in Shuman Hall.