

## Georgia Northwestern Technical College Social Media Guidelines

Georgia Northwestern Technical College (GNTC) recognizes the value of social media platforms for a range of goals and must balance its support of social media with the preservation of GNTC's brand identity, integrity, and reputation. The college authorizes the creation and use of GNTC social media accounts, provided their use is professional, protects the reputation and brand of the college, aligns with college priorities, and complies with other GNTC policies and applicable state and federal laws and regulations, and is guided by the Office of Marketing and Public Relations.

If you run an account for your program/department, you may be perceived as being a spokesperson for GNTC. It is essential that you do not speak for Georgia Northwestern, the institution, but that you represent your area. In that role, you should consider yourself a spokesperson. To mitigate any potential issues, be mindful of the following:

- Stick to your area of professional expertise.
- Confirm information before posting/sharing to ensure it is correct. When in doubt, do not post.
- Use good judgment when responding to comments.
- Keep personal accounts separate from your role at GNTC when possible. If there is overlap, ensure your personal views are not viewed as official GNTC communications.
- Do not advertise for outside agencies unless: GNTC partner, related/benefit students, education related.

To avoid confusion on what constitutes an official GNTC social media account; affiliated accounts must adhere to the Visual Identity Manual to ensure consistency across platforms. Resources are available for GNTC employees on GNET2.

### Official Logos

Official Georgia Northwestern logos are available to download to help you create profile photos and cover photos as the platform allows. Official college primary and secondary colors are available in the Visual Identity Manual for reference when creating page identity images. Please note: You may not alter the logo in any way when creating a profile picture.

### Profile requirements

#### 1. Page/usernames

- Full, official name of your area.
- Typically begins with "GNTC" (i.e. GNTC Student Life).

#### 2. Contact information

- Official website link.
- As space allows, include other contact information such as address, telephone numbers, and email addresses.

### 3. About information

- As space allows, fill out as completely as possible the about section of your profile.
- Include “Georgia Northwestern Technical College” here if your unit’s official name does not contain it.

### 4. Profile picture

- Use official logo or sub logo approved by the Office of Marketing and Public Relations.
- Must be readable at small, thumbnail size and be high enough resolution for larger expanded sizes.

### 5. Other photos/cover photo

- If available, choose a photo that works well in the horizontal area at the top of many social media platform pages.
- It should represent your unit and/or directly complement your profile picture.
- Swap this photo regularly to refresh the look of your page.
- Contact Mary Mathis for sub logo or cover photo graphics.

## Campus Emergency Communications

GNTC Alert is Georgia Northwestern Technical College’s text message and email emergency notification system. In an emergency or another incident, GNTC-affiliated accounts should not post information that has not been approved for dissemination from approved sources or spokespeople. If you wish to disseminate the information, you should share posts from the official channels listed below.

Social media is an increasingly vital part of how we as a society communicate, and that is especially true in times of heightened awareness. Rumors quickly spread in the absence of reliable, verified information.

Official messages during emergencies and other incidents will come from the following social media accounts:

[Twitter](#)

[Facebook](#)

[Instagram](#)

College communicators who receive questions during emergencies or other incidents should refer them to President Popham, Campus Police Chief Chad Cardin, or Marketing and Public Relations Director Amber Jordan, as appropriate.

## Threats Received Via Social Media

If you become aware of a potential threat via your role as a social media administrator, report it immediately.

If the nature of the threat is an emergency, call 911. You must also refer a situation of concern to GNTC Campus Police at 706-295-6900. Additionally, notify Amber Jordan at 706-295-6423 after you have notified emergency personnel.

Include as much information as possible, including the username of the individual involved, a screenshot of the message, who or what is involved, when the message was received, and other pertinent information.

#### Comment/Conversation Moderation

Social media administrators should respond to commenters who express concerns and attempt to address them directly or refer them to a person or department who can.

The structure of your response will vary based on the nature of the social networking platform but it should always be friendly and representative of GNTC's culture and values.

Not every critique needs a response; some people are just venting frustrations, or they are "trolls" — those who engage in off-topic or inflammatory posts in an attempt to provoke others.

Comments that are inappropriate, offensive, insult or attack contain illegal suggestions, or use foul language should be removed as allowed by that particular social media platform, as should those that are intentionally repetitive (spam). Keep a log of any comments removed, and most importantly, be consistent with the treatment of all commenters.

#### Additional Requirements

- All Facebook pages are required to add Mary Mathis as an administrator in Page Roles.
- Page administrators are responsible for keeping pages current and active. The Office of Marketing and Public Relations has the ability to delete inactive pages.

These Guidelines will continue to evolve as new technologies and social networking tools emerge.

Mary Mathis  
Marketing Media Specialist-Social Media  
Office of Marketing and Public Relations  
706-295-6423

[Email Mary](#)

GNTC is a unit of the Technical College System of Georgia and an Equal Opportunity Institution.