Guidelines for Social Media Content and Poster Creation

Communications & External Affairs Office
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What is Social Media?

Social Media is a term used for people who socially gather and interact with one another on a media-type platform. Social Media does not pertain to the type of platform (i.e.: Facebook, Twitter, etc.), but the non-physical social interaction that one has. However, the term “Social Media” instead is more commonly referred to as the platform that one uses to interact with people virtually, and is how we will refer to Social Media throughout this document.

Crash Course Lesson on Social Media

The first reported Social Media site is GeoCities that started in the early 1990's. Facebook launched in 2004. Two years later, Twitter joined the party. It was not until Facebook and Twitter gained popularity in society when businesses started recognizing the potential impact that Social Media had in their business plan, especially in sales and public relations (PR).

How does Social Media relate to Universities and Colleges?

In today’s economic landscape it is imperative that we attract and retain students to our college in order for us to meet our strategic outcomes. Honolulu Community College’s Social Media is a multi-purpose tool that provides customer service, is a teaching tool, and is a public relations and marketing outlet.

Social Media is gaining popularity everyday and will not be losing steam any time soon. One cannot deny or ignore Social Media, especially when used as a teaching tool. USA Today journalist Jonathan Dame writes about the increasing popularity and effectiveness of using Social Media as a teaching tool in today’s classroom. A survey conducted by Pearson Learning Solutions and the Babson Survey Research Group, surveyed over 8,000 teaching institutes and found that 41% of college professors use Social Media as a teaching tool, up from around 34% in 2012.

Here at Honolulu Community College, we use our Social Media slightly different. Besides the daily customer service interactions with our “Fans”, such as, answering new, current, and potential student questions and complaints we also like to keep students up-to-date of the upcoming events, deadlines and classes on our campus.

Last summer, we launched the “Class Suggestion” program for any classes (i.e.: Distance Learning and In-Classroom) that is available on our campus. We started this program to help Faculty advertise their class in hopes of increasing enrollment.

In a Spring 2014 survey of Honolulu CC users of this service there were a total of 7 responses out of 18 possible respondents.

- 57% noticed an increase of students joining their class or attending an event.
- 85.7% of respondents said that this is a communication method they will continue to use.
- 85.7% of respondents would recommend this service to promote a class or event.
Social Media Policy HCC #2.211
In 2011 a Social Media policy was created in alignment with the UHCC System’s Social Media policy to ensure that all Social Media interactions on behalf of the College represent the College’s best interests and to assist College employees in implementing effective online communications.

Any program or unit within the College who wishes to have a Social Media presence are asked to review the policy and fill out the Social Media Brief.

**SOCIAL MEDIA POLICY**

Social Media Platforms at Honolulu Community College

- Facebook
- Twitter
- Instagram
- YouTube
- Pinterest
- Wordpress Blog (The Water Cooler)
- NING (HCConnect)
- Flickr
- Laulima

Knowing which Social Media Platform is Best

Sadly, not all Social Media platforms are created equal. To utilize for maximum effect, one must understand what platform is being used first.

*Facebook and NING:*
Posters, photos, and video are great! Status updates or “messages to the public” should be short and straight to the point. Long messages are usually ignored. Short messages without a visual aid can sometimes be missed as well.

*Twitter:*
Visual aids are not necessary. It doesn’t hinder your message. However, it doesn’t help it either. Messages on twitter need to be 140 characters or less. *NOTE: spaces, numbers, URLs, and punctuations all count within the 140 count. Luckily, grammar and spelling is highly forgiven and ignored. (i.e.: you = u, please = pls, LMK = let me know, etc.)*
Instagram:
Visual based only. You may add a caption (no more than two sentences) to what the photo is about, but hardly anyone reads it unless the photo/visual aid needs explanation. However, if your photo/visual aid is a poster, people will stop to look at it.

YouTube:
Visual/audio only. Videos are an impactful method to promote a class, showcase the campus and campus event as well as be used as a teaching tool for in-class room assignments if done well. If you are thinking of using video, please contact the Communications & External Affairs office to discuss.

Blog and NING’s blog:
Go crazy with words and visuals. However, a good blog post is usually 200 words or less. Anything more will increase the chances of losing the audience. Grammar, spelling, and punctuation are ultra-important.

Flickr:
An online photo gallery used for storage and sharing.

Creating Social Media Content

Questions to ask yourself before starting:
- Who is your intended audience? Students? Faculty and Staff? All, including the general public too?
- What are you promoting?
  - Cross-promotion? (i.e.: are you working with TRIO, the Native Hawaiian Center, or a business outside of Honolulu CC?)
- What is your message?
  - Is your message clear and easy to understand?

Pertinent Information to Include:
- Date
- Time
- Location
- Cost, if any
- Contact Information
- Additional Information
- Appropriate Visual Aid:
  - Photo
  - Video link
  - Poster
Creating an Impactful Poster

Posters are a great visual aid for most of our social media outlets. It is the most popular, effective, and easiest visual aid to use and create. Instead of writing different messages for each specific social media platform, one can make a universal poster and have it posted up on Facebook, Twitter, Instagram, and our blogs all at one time.

*Think like Steve Jobs: Clean, Simplistic, Minimalistic.*

Things to be aware of when making your poster:

1. **Think of a theme;** keep with a theme if there is one.

2. **Keep fonts and color in mind.** It’s cute to use different fonts and colors to make words stand out, but too much font and color changes can turn your audience off and they will essentially ignore your message.
   
a. No more than two (2) different styles of font.
   
b. Colors should not clash with one another. Keep colors in the same color family.
   
c. If you want a contrast or “pop of color,” keep it to one color change.
   
d. If unsure on which contrasting color to use, try looking at a color wheel.
   
e. Font and color should NOT overshadow your content. All content should be easily legible.
      
      i. Not all font styles are created equally. *Keep that in mind.*

      Sometimes font *styles* do affect *your* content in a *bad* way. (All different fonts were used with 12pt. sizing)
   
f. Sizing of font.
      
      i. Font should not be falling off the poster.
      
      ii. Make sure the spacing is visually pleasing and the words don’t feel squished or claustrophobic.
      
      iii. Be seen from a good distance (approximately 15 ft. away).
3. **Photos are clean and crisp.** Pixelated or blurry photos should not be used.
4. **Not too wordy.** Your message should be straight to the point.

The following is an example of a poster that is too wordy.

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**18th European Maya Conference**  
Brussels, 28 October - 2 November 2013

**Post-Apocalypto:**  
Crisis and Resilience in the Maya World

Organised by the Université Libre de Bruxelles (ULB, Faculty of Humanities, Dept. of Art History and Archaeology) and the Belgian Society of Americanists (SAB)

**Maya Hieroglyphic Workshops (28-31 October)**

**Introductory Lecture** (H. Kettunen & C. Helmke)

**Workshops:**
- French Introductory Level Workshop (R. Barrois/C. Timignaux/ O. Bourrat/R. Valencia)
- Intermediate Workshops on "Dynastic Crises in Classic Maya States" (D. Beliaev/A. Safronov) and "Reading Maya Warfare" (C. Prager/S. Gronemeyer)
- Advanced Workshop on "Grammar of Hieroglyphic Maya" (A. Lacadena / A. Davletshin)
- Special Workshop on "Maya Iconography" (E. Boot/E. Wagner)

**Symposium (1-2 November)**

with papers by:
- Charlotte Arnauld; Erik Boot; Geoffrey Braswell; Allen J. Christenson; Demetrio Coit Czach; Peter Eeckhout & Sylvie Peperstraete; Sven Gronemeyer & Markus Eberl; Nikolai Grube; Kathryn Marie Hudson; John S. Henderson & Mallory E. Matsumoto; Takeshi Inomata; Maxime Lamoureux-St-Hilaire; Catherine Letcher Lazo; David W. Minter; Jesper Nielsen; Suzanne Nolan; Johan Normark; L. Gabriela Rivera Acosta; Yuko Shiratori; Benjamin N. Vis & Scott R. Hutson; Jarosław Żralka & Bernard Hermes

Visit [http://www.wayeb.org/conferences/events/emc_now.php](http://www.wayeb.org/conferences/events/emc_now.php) for Registration, Fees and more Information.
5. Be Creative!

“Head Turner” Example:

![Image of a poster advertising free assistance, tutoring, and support from WCC Peer Mentors, with a note
that they cannot offer beer.]

WCC Peer Mentors are offering FREE
assistance, tutoring and support to all students. Unfortunately, we cannot offer
BEER

Visit us in
Hale Akoakoa 232 Lounge 7:30 a.m. – 4:30 p.m.
Or call 808-235-7454
Tools of the Trade

Don’t stress yourself out if you are not proficient in Photoshop or Illustrator. Of course, posters made with these tools helps, but it’s not necessary. For example, Windward CC’s Peer Mentor poster (shown on the previous page) illustrates that a simple font and word play can still create an effective poster.

Quick Tips:
• Software examples:
  o Photoshop
  o Adobe Illustrator
  o Free and easy websites like PicMonkey (poster example shown below)
  o Microsoft Word/Any Word-like software
  o PowerPoint or Key Note

JAPANESE LITERATURE IN TRANSLATION
ENG/EALL 272 (CRN 21716)

MW 10:00-11:15 AM
For further details:
stearns@hawaii.edu

We will read and discuss short selections (translated in English) from a number of Japan’s famous literary works written from the mid-nineteenth century to the present. Knowledge of Japan or Japanese is not required.

The course can be used toward the writing intensive requirement and the Asian Studies Academic Subject Certificate.
• Incorporate Images or Photos.
  o Google images, but be sure to site your source. Give credit where credit is due.
  o Personal Photos (Recommended)
  o You can use any of the photos found on the Honolulu CC Facebook Page or Flicker site. (Recommended)

HONOLULU COMMUNITY COLLEGE
BLOOD DRIVES

Thursday, October 17
8:00 a.m. – 1:00 p.m.

Wednesday, November 13
8:00 a.m. – 1:30 p.m.

Bloodmobile

For an appointment contact
Student Health Services 845-9282
or hcchlth@hawaii.edu

1 hour can save 3 lives.

Blood Bank of Hawaii

Please bring a valid photo I.D. with birthdate | Be sure to eat well and drink plenty of fluids before donating.
Drive date, time and location are subject to change.
General Communication Guidelines

The Communications & External Affairs Office abides by the University of Hawaiʻi System’s Style Guide. The Social Media team at Honolulu CC takes these guidelines seriously as well as the ones listed below. Failure to follow these guidelines will result having your poster being sent back for corrections.

Corrections = Less Time to Promote

1. **HCC** is a big no-no, especially when we are publicly promoting an event or program.

   Did you know that HCC refers to *Hawaiʻi Community College, Hawaiʻi Convention Center, Honolulu Cookie Company* and even, *Houston Community College*. Since social media is a public platform, we don’t want others to think we are Hawaiʻi Community College or worst, Houston CC.

   - Acceptable abbreviations of Honolulu Community College:
     - Honolulu CC (#1 top choice. Note: the space between Honolulu and CC)
     - HonoluluCC (if you have space as an issue)
     - HonCC (least acceptable. However, if space is an issue, this is acceptable. If we see that you have more than enough space, we may ask you to fix it.)

2. Use proper grammar and spell check.
3. **Wording or phrasing.** If we find a group of words that does not sound right or it could be shorten, we may email you for clarification or edits. Most of the time, we won’t ask for edits, but we want to ensure that this is your overall intent.
   a. We never make edits or corrections to your posters. We always ask you to do that. We only give suggestions and guidance.
   b. However, if you give us authorization to fix your message, we will shorten, edit, and correct as we see fit and promptly post thereafter. If you are uncomfortable with this, please state this in your submission email.

4. **Double-check your information for accuracy.**

5. **File is too big or cannot be opened.**

6. **Poster is illegible when uploaded.**
   a. Sometimes your poster will look great in Photoshop, but when uploaded on the Facebook, it looks grainy. When that happens we will try to troubleshoot to correct the problem.
   b. If we are unable to troubleshoot the problem, it will be sent back with an explanation and how it may be fixed.

### Submission Guidelines

1. **Proofread before submitting.**

2. **Posters must be saved as a PDF.**

3. **Submit messages and/or posters to Billie Lueder via email** ([bktakaki@hawaii.edu](mailto:bktakaki@hawaii.edu)).
   a. Subject (RE:) line, use “For Posting”.
   b. Please email from an address you check regularly.

4. **Email should have clear instructions for the following:**
   a. Which Social Media platforms do you wish to promote this?
   b. Your specific message you want shown on Facebook, Twitter, Blog, etc. This is to eliminate giving wrong information or improper wording, like a job title or department name.

   i. Example: “FYI to all current students: The Financial Aid office is closed TODAY, March 5th from 11:30AM – 2PM for a staff meeting. Sorry for the inconvenience.”
Frequently Asked Questions

*How far in advance should I submit my poster?*
As soon as possible, the more time the better! There is no guarantee that your poster will be up if you send it two days prior to your event. Two or more weeks prior to the event date is preferred.

*Can you make the poster for me?*
Unfortunately, at this time, it is not possible with limited staffing. However, the Social Media team can help fix (minor things like wording or alignment) and give guidance to anyone in need.

*Why was my poster sent back?*
Please take a look at our “Guidelines” section. Submissions that are sent back are attached to the reasons why it was not used and suggested edits to make your poster pop.

*How often will you post?*
As much as possible – time permitting. Depending on how early you turn your poster in, we will promote it as often without overwhelming or “spamming” our audience with Ads. In general, we post a different ad or poster once a day. The same poster usually will not be posted once everyday, but once every three to four days. The only exception is the day before the event and event day will we post the same poster on consecutive days.

*How will I know when my posters will be going up?*
All posters are scheduled in advanced. Also, all posters are on a “first come first serve” bases. Another reason why turning in your posters as early as possible is important. If you would like a detailed dates and times of your poster(s) schedule, please specify that with your request.

*Why are you encouraging me to ask others to “like” or “comment” on my posts?*
Facebook is based on an interactive level. When a post has a lot of “likes” or “comments”, Facebook’s algorithm will take note. Basically, Facebook will be thinking, “Hey, people really like this post, we should keep it up longer.” The more “likes” your postings receive, the longer it will stay up on top on our “fans” news feed. We encourage you to ask your students, friends, and even family to like and comment. Student testimonies of your class or how fun an event was can only help you gain more interest.

*Will you delete bad comments or testimonies?*
If the comment violates our Social Media Policy, yes, we will delete all violating comments. However, if the comment is stating one’s opinion respectively, we will not delete it. We do privately contact that person to try to rectify the problem or concerns that commenter has. Once resolved, we do ask if they can delete their comment or if we can delete their comment. If they decline for both, we have to respectively keep it up.