



MERRIMACK COLLEGE

SOCIAL MEDIA GUIDELINES

A GUIDE FROM THE OFFICE OF MARKETING & COMMUNICATIONS

Purpose of Social Media

As social media is always evolving and gaining popularity, it serves as a key marketing and branding channel for Merrimack and allows us to connect with our growing community - current and prospective students, alumni, families and employees. These policies and best practices have been put together as guidance for all account managers to help support the College's mission, advancement and programs.

The Office of Marketing and Communications reserves the right to request the removal of any account or page that violates the College's policies and guidelines.

Accurately Represent the College

By posting on Merrimack-affiliated accounts, you are representing the College. We ask:

- Merrimack-affiliated social media accounts NOT to share any personal information, misrepresent the College or promote items or services that are unrelated to Merrimack College.
- Be mindful of posts being shared and how they represent the College as well as its mission and values.
- Be respectful of intellectual property rights and laws. It is important that all relevant copyright, trademark and intellectual property laws are observed.
- Never disclose, post or share any confidential College information. If you are unsure of whether information is confidential, please contact the [Office of Marketing and Communications](#).
- When sharing institutional announcements and advancements about the College, please allow the main, institutional Merrimack College accounts to take the lead. Any content on the institutional accounts can then be reposted to Merrimack-affiliated accounts. Resharing this type of content is ideal and important as it helps to create consistency in the Merrimack brand and extends the reach of audiences and exposure.



Registering Merrimack-Affiliated Social Accounts

- Any department that would like to create a social media account should receive approval from the Office of Marketing and Communications. The steps to request approval can be found [here](#).
- All departments that manage a social media account should register it with the Office of Marketing and Communications by completing this [form](#). Upon receiving approval from the Office of Marketing and Communications, a social media training will be offered before activating the account.
- Accounts should NOT use any Merrimack branding unless they are registered with the Office of Marketing and Communications.

NOTE: The Office of Marketing and Communications will not manage the account or post on your behalf but is an available resource.

Account Access & Security

- All accounts should be set up using a delegated/departmental Merrimack email address.
- Passwords should be changed every 90 days **AND** anytime a member of your team leaves the College. Delegated access to Facebook and LinkedIn pages should also be reviewed and updated on a regular basis.
- Where possible, enable two-factor authentication and save recovery codes in a safe place.
- The platforms will only contact verified emails and show notifications on posts if any policies are violated. They will never reach out via direct message with a link to submit an appeal.
- To prevent departments and organizations from losing access to accounts during transitions, login credentials/account access should be shared with the Office of Marketing and Communications.

Account Management Responsibilities

- Designate 2-3 members on your team to have access to and manage the account. If students help with the account, we ask faculty and staff to oversee the account and approve content before it is posted.
- Notify the [Office of Marketing and Communications](#) when changes to account management are made. Access for any account managers who leave the College should be disabled as soon as the individual leaves the College and shared login credentials should be updated.
- Account managers are responsible for checking the account regularly, creating content to keep the account active throughout the year (including the summer and breaks), and monitoring comments, direct messages, mentions and tags often (at least daily).
- If you are unsure how to handle a comment or direct message, please contact the [Office of Marketing and Communications](#) for guidance.



Content Creation

- Remember your audience and select the most appropriate channel(s) accordingly. Primary audiences by platform are as follows:
 - **Facebook:** current parents and family, prospective parents, alumni
 - **Instagram:** prospective students, current students, alumni, parents
 - **LinkedIn:** alumni, parents, professors, current students
 - **TikTok:** prospective students, current students, young alumni
 - **X (formerly known as Twitter):** current students (especially athletes), professors
- Post consistently (at least twice per week) and make time for your account. All accounts should remain active throughout the entire year, including the summer and breaks, since a stagnant account negatively impacts our brand image.
- Verify all information included in the post before publishing to ensure it is accurate and does not include misleading information.
- Always add alt text to all photos and upload SRT files to add subtitles to video content when possible.
- Before featuring any Merrimack students on social media, we encourage you to ensure the person is an appropriate representation of the College by contacting departments such as student affairs, community standards, athletics, etc.
- Only reshare or tag relevant content from other MC-affiliated accounts and appropriate College partners.
- All content posted on the main Merrimack College social media accounts can be reshared on MC-affiliated accounts.
- Tag Merrimack College in posts for a chance to be reshared to the institutional accounts. NOTE: Instagram stories cannot be reshared to the institutional account unless @merrimackcollege is tagged.
- Remember, social media is public and can gain popularity and interest very quickly. If a post or video goes viral, monitor it very closely and notify the [Office of Marketing and Communications](#).

Crisis Communication

In the event of a crisis on campus, we ask that you do NOT share any information by publishing posts on Merrimack-affiliated social media accounts unless you have been asked to do so.

Unaffiliated Accounts

If you encounter an account that you believe is spam or an imposter account, please notify the [Office of Marketing and Communications](#).

Social Media for Student Organizations

- Student-run accounts should be overseen by a faculty/staff member.
- Student organizations interested in starting social media accounts should work with their faculty/staff advisor and the Office of Student Involvement.