



SOCIAL MEDIA STYLE GUIDE

Ringling College Of Art And Design Social Media Best Practices

Goals

- Ringling College's social media targets will be capturing and engaging with more potential new students through creative and organic content that showcases what Ringling College stands for and shows what the average Ringling student and Ringling environment looks like.
- Our goal is to have all main platforms send the same messaging through their own creativity and appeal to their own target audiences (FB, IG, TikTok, Twitter, etc.).
- We want to produce current and creative content that our students or potential new students wouldn't find on our competitors' social media pages.
- We want to engage with our students, parents, alumni, and community members in a more personal and organic way through our social channels. This means responding more to crises, complaints, movements, mistakes, and overall comments made on our social channels.
- Be more progressive with current trends that would be affecting our audience and students to showcase that Ringling College is a safe space when it is deemed appropriate, this should only be 7% of content. (BLM, Voting, Immigration, Sexual Assault, etc.)
- By doing these actions we should increase our social presence, enhance our student relationships, and increase enrollment

Audience

About	Student	Potential New Student	Parent
Example job title(s)	Alumni, Current student, freshmen, new student, transfer student, Jr., Smp., Senior.	High School Student, art student, Freelancer, business student, college-aged person	Worker, business professional, alumni, mother, father
Needs(s)	Active Listening, Progressive campus, Questions answered, Validation of work, Job outside of college, safety	Campus knowledge, campus insights, application deadlines, why they should pick us, where should they go, picking a major	Campus knowledge, resources, tuition answers, safety for their students, students best interest
Pain Point(s)	They feel disconnected to their university	They want to know why they should pick Ringling College over other art schools	They want to know why they should send their student to Ringling
Preferred social network(s)	Instagram, Facebook, Twitter	Instagram, Facebook, TikTok	Facebook, Twitter
Unique Characteristic	Art student, progressive, creative	Teen, creative, curious, degree-seeking	Protective, curious, detail-oriented, money conscious, questioning
[Other characteristic, e.g. age, sex, location, etc.]	Male, Female, LGBTQ, Liberal, Gen Z, Sarasota, 18-25	Male, Female, Teen, LGBTQ, Art student, Gen Z, 16-24	Mom, Dad, Grandparent, Step-Parent, 30-65 year old, Baby Boomer, Xennials

Content Pillars

75% House-made Content

- Student features, campus features, department features, event notices, major features (photos, videos, >100 word graphics, promotional graphics, awards, highlights, campaigns, etc.)

25% Paid content

- Paid ads, paid promotion, external content, paid promotions with outside vendors

Voice And Tone

We are an inspiring and creative institution that encourages the freedom of expression through all our students and their art. We stand for being personal, honest, professional, trendy, authentic, savvy, and educational, and we want to show this to our students, prospective students, and other audiences by translating it in our social media presence. Our purpose on social media is to invite, educate, showcase, and amaze with regards to Ringling College.

- Not out of touch but Millennium
- Not robotic but real
- Not passive aggressive but understanding
- Not prideful but taking ownership
- Not self-absorbed but student-absorbed (not why WE are the best, but why our Student, Faculty, Alumni, and Staff make it the best)
- Not nonprogressive but progressive (we are an institution that changes with the times and stand for what is right)

Words And Phrases To Avoid

- “You are wrong”, “No” (Don’t belittle someone on your pages but rather help them find answers they are seeking)
- Swear words

Emojis To Avoid

- Use your best judgment when picking emojis.
- Remember not all posts will call for emojis. Posts with a more simple, playful tone may benefit from the use of emojis.
- **Posts with a more serious, progressive, professional tone and message is something that should not have emojis in them.**

Capitalization

- Lowercase the seasons (spring, fall, winter, summer), except when referring to a particular semester, e.g. Fall 2021, Spring 2022
- am/pm: lower case, no periods, one space. For example: 1 pm, 1 am
- Use of the Oxford comma (this is the serial comma that comes before “and.” For example, “Ringling College is known for its extraordinary students, alumni, and faculty.”
- Titles of longer works (books, movies, paintings, exhibitions, video game titles, etc.) should be italicized
- Dr. Larry R. Thompson, president of Ringling College of Art and Design
- Academic departments
- Names of buildings
- Names of awards/honorable mentions

Timing

The best times to post are M-Thu. mornings (8 am-11 am), M-Thu. evenings (4 pm-8 pm), Sunday evening (6 pm-10 pm), with lowest engagement on afternoons, and Friday and Saturday.

Content Curation Blocklist

- Other Art Schools (Competitors)
- Unapproved news articles
- Unapproved press releases
- Unapproved interviews
- Politically-charged websites (Republican, Democrat, etc.)
- Inappropriate websites

Guidelines For Visuals

- Clear photo(s)
- Easy to read text
- Good lighting
- No inappropriate/hate signs seen in photo
- Not busy
- No more than >100 words on graphics (with expectation of few)

Tagging Guidelines

When do you tag someone?

When using their work, referring to a person, referring to an on-campus organization, referring to an on-campus department/major, referring to a place, referring to an outside organization (Emmys, MTV, The Academy), referring to a scholarship program, etc.

Do you include a tag in the photo, caption, or both?

If you are mentioning them in the caption, you tag both.

In which cases do you need to ask permission to tag?

Student work, Faculty/Staff work, Alumni work, external work, student photos.

CREDITING GUIDELINES

Make sure to answer the following questions:

When do you need to credit someone?

When using their photo, work, images, videos, TikToks, or anything self-created by them.

What format should the credit follow (i.e., "Name, CCO")

Name, Department/Major/Organization (EX: Photo by: Student name, Student Major)

When should you NOT credit someone?

When they request privacy, when they want to be kept anonymous, when it is your own work, when we have campus wide permission on usage of materials.