

General Social Media Guidelines

When creating and managing your accounts, you should:

- Inform the Office of Marketing and Communications (OMC) you have created an account and who will be managing it.
- Use Elizabethtown College or Etown College in your account name. This will help users find you quickly!
- Know your target audience. Facebook typically favors an older demographic (parents and alumni), whereas Instagram favors a younger demographic (current and prospective students).
- Create an editorial calendar that lists the posts you will be making on your social channels for the upcoming week/month. This can be shared and worked on collaboratively with your content creators and account administrators.
- Have a succession plan in place if an administrator changes their status at the College.