Ivy Tech Community College Style Guide

Purpose
The style guide should be used to help guide social media content and voice to align with Ivy Tech’s Strategic Plan direction and goals.

Accounts
This style guide provides guidance for all social media accounts, at both a campus level and statewide. Statewide accounts are listed below:

- Twitter: IvyTechCC
- Facebook: Ivy Tech Community College
- Instagram: ivytech
- YouTube: Ivy Tech Community College
- LinkedIn: Ivy Tech Community College

Voice
Who We Are - Engaged. Educational. Personable. Our students are of utmost importance to us, we look to create a dialogue - a connection - with each of them. We strive to support the College’s goal of 50,000 credentials by 2023, meaning we must work to change the perception of Ivy Tech as a community college.

What We Represent - We represent a unique student body looking to pursue a career and better their lives. A student body that is mostly nontraditional, a student body who wishes to be proud of their institution.

Our Tone - Uplifting. Positive. Supportive. We communicate with our students and followers as if we are a mentor. When mistakes are made on our end, we acknowledge them; when it comes to social media we are one person, not a corporation.

Ownership
All activity is to be posted in the manner above. We do not specify “who” is posting, or who is commenting. On social media, Ivy Tech is one.

Transparency
While we are consistent with our personality, representation and tone - we must always be honest and transparent in what we are posting.

Support
For any questions regarding social media usage and guidelines, contact the Marketing and Communications Department at social-media@ivytech.edu.
Social Demographics
Below are the identified demographics of those who currently follow our social accounts.

- **Twitter**: 65% female, 31% make under $74,999; 32% fall in the 25-34 age group (followed closely by 18-24 age group at 29%) and 56% have high school diploma
- **Facebook**: 70% female, 39% fall within the 25-34 age group (22.6% fall within 35-44 age group)
- **Instagram**: 66.2% female, mainly 18-24 age group, followed closely by 25-34

Personas
Below are created personas that fit each of our social media accounts, they help guide our posting and communication.

- **Twitter**
  - Carly - At 33 years old with a high school education, Carly needs convenience. Carly utilizes government assistance, struggles to make ends meet and needs to balance work, school and time with her family.
  - Daryl - A few years out of high school, Daryl is not happy with where he is at in his job. Daryl wants to make more money but not necessarily earn a college degree, and he’s looking for a change quickly.
  - Kaitlyn - Kaitlyn is an education reporter with a college degree, but struggles to balance research and meeting deadlines. She needs up to date information on Ivy Tech and other institutions.
  - Shawn - As an Ivy Tech employee who likes to keep up with the college, he checks Twitter to get his updates and new.

- **Facebook**
  - Karen - Karen is an Ivy Tech employee who is passionate about her work and wants to encourage others to see the value in Ivy Tech. She enjoys staying up-to-date on the latest news, and staying positive in the social world.
  - Brittany - Brittany is a student and part-time worker who is 26. She has some college, and doesn’t have a lot of free time. Her focus is trying to make ends meet with her husband, and wants to enjoy more time with her kids.
  - Susan - Susan is a teacher who enjoys time with her family, stability and interacting with others. She wants her students to get into college and acts as a mentor to them.

- **Instagram**
  - Ashlee - Ashlee is a student and part-time worker and is 22 years old. She has a high school degree and hopes to be social media famous. She wants to get an education at a price that is affordable and she has issues staying motivated in the mornings.
  - Kelli - As an Ivy Tech employee and rookie to social media, Kelli follows her children on Instagram in hopes of creating a better connection. She is dedicated to staying “in the know” and follows very few people/businesses.
Branding
It is essential that the look and feel of your social media profiles mirror that of the Ivy Tech website. Please utilize photos and designs that correspond and match that of the strategic plan direction. If you need assistance, please contact the Marketing and Communications department.

Graphics posted need to stick to the Ivy Tech color palette. Canva is an easy to use resource that provides the ability to create great graphics seamlessly.

Cadence
Twitter
- 2 Ivy Tech created content posts per day
- 1-2 retweets per day
- Posts should be scheduled based on previous month’s analytics; what tweets are getting exposure when

Facebook
- 1-2 Ivy Tech created content posts per day
- Posts should be scheduled based upon Facebook Analytics
  - Analytics shows times in which your fans are viewing the page -- use these times

Instagram
- 3-5 posts per week.

LinkedIn
- 3-5 posts per week

Regularly Used Hashtags
Twitter
- #IvyTech
- #TBT
- #idefinesuccess
- #GoIvy

Facebook
- #TBT
- #idefinesuccess
- #GoIvy
- #IvyTech

Instagram
- #IvyInsta
- #IvyTech
- #TBT

Regularly Referenced Websites
Free Application for Federal Student Aid
Indiana Business Journal
US Department of Education
US Department of Labor

Please only utilize websites that are professional, and when we have the available material and information; link to our website, not an outside one. One such example being soft skills and job tips - we pay for Career Spots.
General Style

Account Referencing & Style
• Always reference another account when possible and appropriate
  IE: “What’s a FSA ID? Learn more from @FederalStudentAid and apply for financial aid today!”
• Try to reference another social media account in the middle of the posting versus at the end
• Link to a webpage whenever possible

Dates and Times
• Use lowercase am and pm, without periods
• Use “to” between times (12 pm to 3 pm) unless you need the extra characters (for Twitter), in which case, use a dash (4-6 pm)
• Write out full days of the week and months, unless needing the space for a tweet

Links
• Shorten web links using Facebook/Hootsuite

Punctuation
• Only use a single exclamation point, do not use more than one in a row.
• Use ellipsis to show when something has been omitted

Sentence Structure
• Use complete sentences at all times, unless Twitter is being used

Network Specific Guidelines

Twitter
• Include links
• Avoid using 3 or more mentions in a single post
• Retweet mentions that shed a positive light on the college and fit our voice
• Use at least one, no more than three, hashtags per post
• When tweeting articles or content, not created by Ivy Tech, tag original source
• Try to keep tweets around 130 characters
• Listen to relevant conversations and engage
  IE: “We are just as excited as other #GOT fans that Daenerys is finally sailing to fulfill her destiny! Have you? ivytech.edu”
• Take advantage of trending topics when applicable/appropriate

Facebook
• When posting directly on the page, delete URL from your post once it previews
• Utilize line breaks for lengthy text
• Engage actively with students on the page who comment on links
• An image should always be included
• Hashtags should be used sparingly, and only be focused
  IE: “Fill out your Application for @Federal Student Aid before the April 15
deadline! #FAFSA”
• Do not engage in any conversation regarding social issues or politics
• Use appropriate and generic images, memes and gifs to accompany posts

LinkedIn
• Utilize line breaks for lengthy text
• Follow AP style when posting
• An image should always be included
• Do not engage in any conversation regarding social issues, politics or degrading another University’s or institution’s policies, views or ideologies

Instagram
• All images may possess an “artsy” feel, but keep it natural
• Photographs are only to be used one time
• Never use the same color palette, editing techniques or captions on multiple photographs

YouTube
• Include links, and shorten
• Avoid using 3 or more mentions in a single post