



SOCIAL MEDIA POLICY FOR LANCASTER BIBLE COLLEGE

LBC Marketing Department 2018

“Let your conversation be always full of grace, seasoned with salt, so that you may know how to answer everyone.” – Colossians 4:6

Our Purpose Online

Like everything else we do as a college, our purpose is to, “. . . educate Christian students to think and live a biblical worldview and to proclaim Christ by serving Him in the church and society.” Social media gives us a chance to extend that mission to the online platform.

Because we aspire to be a premier Bible college in every sense of the word, we strive to achieve a standard of excellence in every area of LBC’s presence, including on social media.

1. Objectives for LBC’s Social Media:

1. Glorify God.
2. Display the college mission statement online through a mix of content and interaction.
3. Connect with prospective students.
4. Connect with prospective donors and friends of the college.
5. Engage and reconnect with alumni.
6. Promote positive brand awareness of the college.

2. Guidelines for LBC’s Social Media:

In order to promote our college in the best way possible, it is imperative that these guidelines for proper use of social media are both required and upheld.

1. Content should be **positive** and **Christ-honoring**, not divisive or controversial.
2. Negative content posted to LBC’s social media pages can be removed (when possible) if deemed inappropriate, false, misleading, or otherwise distasteful.
3. Anything you post online, even if it’s live for a moment, can be seen, screenshotted and shared instantly. If you’re unsure of whether or not you should post something, don’t post it. Please remember that if your account is associated with the college, people may assume that content coming from your account is approved by the college.
4. Grammar should be proper, language should be articulate, and images should high-quality and help to tell LBC’s overall narrative.
5. The use of clip art is strongly discouraged.
6. The use of LBC’s logo, creative assets, or anything affiliated material without permission from the marketing department is not allowed.

7. Usernames should be clear, mature and easy to remember. If possible, avoid using underscores in usernames.
8. Social media accounts affiliated with LBC **should be properly set up and formatted** – i.e., Facebook accounts should be set up as *pages or groups*, not people, Twitter accounts should have the logo of an organization, not the person handling the account, etc. Please contact the marketing department if you require assistance in doing so.
9. The use of copyrighted materials on LBC's social media accounts is explicitly forbidden.
10. Original content should be used when possible; sharing, retweeting or posting content from appropriate and trusted sites and sources (i.e., Christianity Today, The Gospel Coalition, news outlets etc.) is allowed. Contributors should always read the *entirety* of the piece that they share to be certain that all of it falls within LBC's policies.

Our Stance on LBC Social Media Affiliates

There are **over one hundred** social media accounts across various platforms that are connected to the institution, but not controlled by the marketing department. The guiding principle regarding these accounts is this:

- The marketing department will help the account managers to harness the audiences that have gathered around those channels by providing **content guidance and administration**, or, when it is deemed best practice, deactivate the accounts.

3. LBC's Right to Request the Removal of Affiliated Accounts

Criteria that would merit the request for the deactivation of an LBC affiliated account would include:

- Any type of content that detracts, distracts, or defies the mission and purpose of the institution.
- Inactive accounts (inactive as defined by an extended period of time in which there has been no attempt to share or create content) should be deactivated when possible.
- Accounts deemed unnecessary by the marketing department.
- Misuse of LBC collateral or violation of approved brand guidelines (logos, graphics, etc.)

4. Creating a LBC affiliated Social Media Account

Effective immediately, any organization, department or group from LBC that wishes to create a social media account affiliated with the college in any way **MUST** submit a request and have it approved by the marketing department in order to create the accounts.

Failure to properly do so may result in the college requiring that the account(s) in question be deactivated.

5. Submit Login Credentials to the Marketing Department

Submit all login credentials for any social media accounts affiliated with the college to the marketing department. If the accounts are new, please submit the information within 24 hours of creating the account(s).

You can submit the login information to socialmeida@lbc.edu.

To request the creation of social media accounts affiliated with the college, please fill out this form: <https://lbc.formstack.com/forms/socialmediaaccounts>

The marketing department will reply to you as soon as possible.

If you have any questions about these policies, please contact **Kelsey Madas**, Content Creator & Social Media Coordinator at LBC by email at socialmeida@lbc.edu or by phone at 717.560.8200 x 5245