

Let Student Involvement know that you are interested in setting up an official club/ organizations social media page. They can help you get started and make sure your page is “official.” Once completed Student Involvement will link your club webpage to your Facebook fan page.

Decide who will be the administrators for you page. You’ll need at least one (preferably two), the club advisor and a Student Involvement Staff must all be an administrator.

Be sure to include “Northeast Wisconsin Technical College” or “NWTC” prominently in your page name or site. This makes searching easier.

Post regularly, but don’t inundate your fans. Try to update at least once a week, but don’t overdo it. Keep in mind it’s most important to make your posts interesting or useful.

Ask questions in your updates. For example: Any ideas for a theatre fundraiser? Questions create interaction and make maintenance easier for you, since users are generating their own content.

Invite fans to take photos and videos and submit them to you. Think of unusual or fun stuff with wide appeal, like photos from recent events.

Link to related info on www.nwtc.edu and other official College fan pages.

Respond to negative comments quickly. Be understanding. React calmly, and provide accurate information about the College.

Do not use any threatening or obscene language. Remove comments that fall into these categories.

Do not spam. Delete any posts that are spam or advertising unrelated to the College or your club.

Know it’s out there. There's no such thing as a "private" social media site. Search engines can turn up posts years after the publication date. Think about what you post.

Maintain confidentiality. Do not post confidential, personal or proprietary information about Northeast Wisconsin Technical College, fellow students, alumni or faculty and staff.

Keep an eye on things. Monitor your page frequently, responding to comments if necessary and seeing what appeals to your fans.

Have fun. Sites like Facebook, Instagram, Twitter and blogs are all about creating community and interaction, so be yourself, talk about what matters, and try something a little offbeat.

