**Familiarize yourself with the Social Media Guidelines**

The Social Media Guidelines are available to everyone on the Social Media Users Group section of MyMountMary.  You can access this from the home page of MyMountMary, right column, beneath the "Handouts/Office of Communications" section.
<https://my.mtmary.edu/ICS/Campus_Life/Campus_Groups/Social_Media_Users/>

**Consider/Develop Your Social Media Strategy**

Please also use the "Account Preparation" document to assist you in developing a strategy for your page.  The page should be a deliberate and strategic part of your overall marketing plan.  It should have a "voice" and a purpose and requires consistent monitoring and updating.  Consider how you will react to negative engagement; consider permissions and privacy for your audience and the students who participate in your programming (photos, etc). Be sure you are able to post often with value added content.

**Submit an Approval Form**
Complete and submit the signed approval form to the Office of Communications. This requires the development of a name and purpose for the page. Please use “Mount Mary” in the title of your page.

**Create Your Page**
Once you receive an email that your request to develop a page has been received, begin creating your page using the appropriate category.  Be sure to create the page using a new account that is attached to a Mount Mary email, preferably a general email for your area. Familiarize yourself with the official Facebook Terms of Use. Keep the page “private” or “unpublished” until you have your content and strategy in place.

**Set Administrator Roles**
FB allows for groups to have multiple administrators. Mount Mary Student Group Advisors, Department Administrators and the Office of Communications must be listed as administrators at the “Manager” level. Student managing the account should be set to “Content Creator” roles. The Office of College Communications email address is mmc-marketing@mtmary.edu. Content Creators and other administrators should be deleted/added each semester as students and leadership changes. For safety, please include mmc-marketing@mtmary.edu as a top-level administrator.

**Develop Your Timeline/Page**
Choose timeline and profile photos. Set your notifications (under Your Settings) and Permissions (under Manage Permissions --tagging, comments, posting). Complete your Basic Information (please use [www.mtmary.edu](http://www.mtmary.edu) as your website if you do not have a site)

**Connect with Your Audience – Post, Maintain, Monitor**
Begin posting to your page. Follow the best practices posted by Facebook under “Resources” posting about once per day. Maintain a consistent “voice” and frequency. Monitor your page often and watch your analytics to determine the content that invites the most engagement. Comment to, thank and congratulate your followers. Be sure to “like” the Mount Mary institution page <https://www.facebook.com/mountmary>. Please remember the college [mission and vision](http://mtmary.edu/mission.htm) as you speak on behalf of Mount Mary.

**Get “Liked”**Notify the Office of Communications that your page is live. Please submit the page URL to mmc-marketing@mtmary.edu . Your page will be “liked” by the Mount Mary institution page to facilitate collaborative sharing of content and to assist you in building your audience.

Good luck!