



CROWN COLLEGE

SOCIAL MEDIA STANDARDS

Developed by the Social Media Leadership Committee (SMLC)

Why Social Media Standards Matter

Crown College's online presence is a powerful extension of our mission: to equip students through a biblically-based, faith-integrated education to impact the world for Christ. A unified and strategic approach to social media ensures that Crown's voice reflects the college's intentionality in mission, brand promise, commitments, vision, values, and communication goals.

Inconsistent messaging, inactive accounts, or off-brand content can negatively affect the college's reputation and confuse our audiences. These guidelines provide a framework for maintaining a strong, unified, and engaging presence across all Crown-affiliated accounts—whether run by a department, athletic team, or student group.

Social Media Objectives at Crown College

Crown College uses social media to measurably increase student enrollment. Other important objectives include increased awareness, engagement, conversions, and advocacy with key stakeholders (e.g., personnel, partners, and influencers). Through our branded social media channels, Crown College will be positioned to become an indispensable voice with relevant branded and non-branded online communities. In addition, Crown College uses social media to:

- Drive enrollment, advancement, and brand-building initiatives.
- Promote the mission, commitments, brand promise, and values of the college.
- Build community among current students, faculty, staff, alumni, prospective students and their parents and families (e.g., early college, traditional on-campus undergraduate, online undergraduate, and online graduate students).
- Showcase excellence in academics, athletics, faith integration, and student life.
- Celebrate milestones and events.
- Share information with external audiences or stakeholders.

Guidelines for New Accounts

Any social media account that uses the Crown College name, logo, or otherwise presents itself as affiliated with the College must receive approval from the Social Media Leadership Committee (SMLC). To launch a Crown-affiliated social media account, departments, teams, or clubs must submit an application that includes the following:

1. **Account Manager**
 - Name and role (faculty, staff, or student leader)
2. **Intended Platform(s)**
 - E.g., Instagram, Facebook, X/Twitter, YouTube, TikTok
3. **Account Details**
 - **Account Name** (e.g., "Crown College Student Life")
 - **Handle/Username** (e.g., @ccstudentlife)
 - **Account Description/Bio** (Brief, mission-aligned summary that reflects the account's purpose and is visible to users, e.g., "ABIDE ~ 1 John 4: 15-16 The official page of Crown College student life")

4. Official Email Address

- Every Crown-affiliated social media account must be connected to a crown.edu email address (no personal emails). In all cases, it should be tied to a general department email address and not an individual Crown email account.

5. Goals & Objectives

- Outline the purpose(s) of the account (e.g., recruit students, build community, promote events) and a description of the type(s) of content posted on the account that aligns with these objectives. What do you want the audience to know, feel, and do?

6. Posting Plan

- Please include a brief plan or calendar for regular content creation.

7. Sample Content

- Submit 3 sample post drafts (including image/video, caption, and hashtags if applicable).

Ongoing Requirements

- **Minimum Activity:** All accounts are expected to maintain regular activity, with a general goal of at least three posts per month during the academic year. We recognize that some accounts may have natural off-seasons (e.g., academic departments, athletic teams), and posting frequency may vary accordingly. Inactive or dormant accounts may be subject to review, deactivation, or archiving. The primary contact person for each account will receive a monthly reminder from this committee to help support consistent posting and engagement.
- **Oversight:** The SMLC reserves the right to monitor all Crown-affiliated accounts. Feedback or corrective action may be issued when necessary. Crown College reserves the right to close the account if corrective action is not taken. In the event that an Account Manager (e.g., employee or student) departs from Crown College, there will be a transfer of ownership to a Crown College employee or student.
- **Cross-posting:** Please be aware of opportunities to coordinate and cross-post with other Crown College accounts. This is most appropriate for larger events and noteworthy announcements.
- **Shared or re-posted content:** Sharing relevant posts or stories from other Crown-affiliated accounts, students, or external sources can help build community and engagement. However, Account Managers should carefully review third-party content before sharing to ensure that the source aligns with Crown College's values. Avoid reposting content from individuals or organizations whose messaging may conflict with the College's Christian identity and institutional commitments.
- Account Managers are responsible for maintaining a clean and trustworthy presence by monitoring for spam, bots, or inappropriate comments and removing them promptly. Do not respond to media inquiries or requests. Please send these to the Director of Communications.
- **Voice & Tone:** We encourage creativity and authenticity and understand that tone may vary based on context (e.g., formal vs informal). But all profiles should reflect:
 - A Christ-centered perspective
 - A professional, fun, educational, helpful, friendly, succinct, and resourceful spirit
 - A positive and playful spirit
 - Encouragement and clarity
 - Avoidance of sarcasm, divisive content, or inappropriate humor
 - Content accuracy: names, titles, dates, and event details

Additional resources regarding Crown's voice are in development.





Flagged Events / Escalation Management

For complaints, hardships, or public relations-related claims or comments on the respective social media channel, an agreed-upon escalation / response plan is required. A decision on whether and how to respond to complaints or public relations-related claims will be the responsibility of the Account Manager in collaboration with the Marketing team. Please send all media inquiries or requests to the Director of Communications. The Account Manager is responsible for monitoring, identifying, and immediately deleting all posts or comments that contain the following:

- Abusive, obscene, sexual and discriminatory language or material included in links, videos, or pictures.
- Other posts not intended to foster a sense of community or conversation.
- Spam, deceptive posts, or posts that are off-topic.
- Content in violation of any law or intellectual property rights of any person.
- Email addresses, phone numbers, physical addresses, or other forms of contact information that Fans/Followers post on Crown College and institution-affiliated social channels.
- Content that includes profanity.
- Content that compromises the trade secrets or confidential information of Crown College or any third party.
- Content that violates the copyright or other intellectual property rights of Crown College or any third party.

Branding & Design Standards

Good design supports credibility and engagement. All accounts must follow these basic visual guidelines:

- Use **legible text**, appropriate contrast, and clear messaging in graphics.
- Utilize **Crown College logos and colors** according to [Crown's brand standards](#) (e.g., do not distort or recolor the official Crown logo).
- Consider **platform-specific best practices** including ideal image sizes, aspect ratios, and caption lengths to ensure content displays correctly and professionally across devices.
- More design resources are available upon request (resources currently in development).

Web apps such as Canva (free-to-use) or Gipper (available for athletic accounts) can help with graphic design. For additional technical resources or instruction, please email SMLC Chairperson Pete Mattson or Vice Chairperson Amanda Quist.

Review and Approval Process

Applications to create or launch a social media account will be reviewed by the Social Media Leadership Committee within 30 days. Please visit crown.edu/brand to submit a formal application and begin the process.

The committee may:

- **Approve** the request
- **Provisionally approve**, pending suggested edits or clarifications
- **Deny** the request (with explanation)

The committee may request updates from accounts periodically or require corrective action to maintain alignment with Crown's standards. Upon approval, the Account Manager will receive a list of all Crown-affiliated accounts.