MaristCollege
Canberra

TOGETHER, WE CREATE FINE YOUNG MEN

Social media and website guidelines for Marist Sporting Clubs – March 2017

Social media can be a powerful, timely and effective tool to communicate with parents, students, staff, volunteers, Old Boys and others associated with each of the Marist Sporting Clubs. Those involved with each Club and the Club itself are representatives of Marist College Canberra.

The following tips are aimed at ensuring consistency across all Club's use of communication channels, and that messages within each of the Clubs are integrated as much as possible.

Please don't hesitate to contact Katherine Anderson (Public Relations Officer) if you have any questions (katherineanderson@mcc.act.edu.au or 6298 7200).

Social media messages:
- A mix of news and achievements plus administration is recommended. Social media is particularly effective at sharing timely information.
- While there's a prescribed length for Tweets, a similar practice can be adopted for Facebook and Instagram. Links can also be included to Club websites for more information.
- The Event feature within Facebook and/or a Club website can be used to promote key events such as Presentation Evenings and end-of-season events. A reminder that one-off administration messages can also be placed into *Enews.* Staff can also arrange for reminders, where appropriate, to be placed into Daily Announcements (information shared within the Senior School each day) and on the Portal.
- A 'good photo can tell a thousand words' – a photo is recommended to accompany a Facebook post where possible. Facebook, in particular, is a tool whereby people can scroll very quickly and an effective photo can help your message stand out from other posts. A reminder there is a 2Mb limit on the size of a photo that can be uploaded to Facebook and Twitter. See below regarding photo permissions.
- Some Clubs may also choose at times to upload short videos. It is recommended these are kept under a minute. Analytics available within Facebook will show the drop-off rate for viewing. See below regarding video permissions.
- The College can be tagged into messages where appropriate, and vice versa, the College will tag individual Clubs where relevant. The College Twitter handle is: @maristcc, the Facebook handle is '@MaristCollegeCanberra', and the official Marist College Canberra hashtag is '#BeMarist'. Notifications are received whenever the College is tagged (@maristcc and @MaristCollegeCanberra), which aids the College in retweeting Club messages and/or sharing posts.
- The College will issue social media messages on occasions relevant to sporting clubs (eg. wet weather announcements, general reminder about sports registration).

Administration:
- A representative from both the College and Sporting Club is responsible for overseeing the social media and website content for each Sporting Club. This also ensures a back-up is available if required for monitoring purposes and consistency in messaging.
- Blocking – a list of words can be added within the settings of Facebook which may be applicable to each Club.
- A 'Pages' app is available for download and can be helpful in alerting the Club's Facebook Administrator of any comments posted in response to an update. All comments should be reviewed for appropriateness.

Privacy:
- Tagging of students and teachers within an update or photos **should not** occur.
- Each Club needs to be aware of the photo permission and filming requirements of students within their Club and how their image can and can't be used.
- Permission requests should cover, separately if possible: web, social media (Facebook, Twitter and Instagram if applicable), publications/ printed material produced by the Club, and videos.
- In the case of individual stories of achievement, the College strongly encourages checking with a family prior to its publishing (including linking to news articles).
- The College currently seeks permissions from respective media outlets (Fairfax for the Canberra Times; ABC etc) prior to including a link to the news article in any material (social media, school newsletters).

Use of images:
- The College generally recommends against the use of hand (and more recently) tongue gestures within photos. There are some exceptions – a team placing their fingers into the "1" position after winning a Grand Final.
- An image should be as clear as possible.
- Throughout the season, the College is happy to accept a selection of images for use in various College material, for example: website, Calendar, and TV screens shown in both the Senior and Junior Schools. Bulk images can be provided to Katherine via cloud-sharing platforms such as Dropbox and WeTransfer.

Website:
- The College acknowledges a number of Club websites have recently undergone review. A reminder the College crest should be prominent at all times and included on a solid background. Information, particularly Club contacts, should be reviewed on a regular basis.
- Club websites should also contain information/ link to the relevant privacy information.