For faculty and staff who are administering R BTC Facebook pages, I want to remind you of the following college guidelines for Facebook.

1) **Be active, be timely and strive for engagement.** Update your Facebook page at least once per week, but aim for three times each week! A good post is short, concise and hopefully engages the user. Don’t self-promote all the time. Offer tid-bits that have to do with your program. Wish your students good luck on finals or happy holidays, welcome them back from break, offer an inspirational quote or an appropriate joke related to your field of study.

2) **Use common sense. Think before you post, be thoughtful.** Don’t post anything inappropriate, offensive or derogatory. Separate the personal from the professional.

3) **Maintain Civility.** Delete fans’ comments/posts using offensive language. But if they are offering constructive criticism, don’t delete. Instead, reply back with a courteous response and even a thank you.

4) **Be Legal.** Do NOT post copyrighted photos, videos, music, etc. If you violate Facebook’s copyright terms, your page and all R BTC pages will be deleted by Facebook. And a lot of people will be unhappy with you! Contact the R BTC College Relations Department with any questions on content you are unsure of BEFORE you post.

5) **Maintain privacy.** Do NOT share your username and password with a student or grant students administrative access to your page. Facebook pages are the responsibility of faculty and staff. While it is not advised, use great care if allowing your students or a work-study to post on your page under your supervision.

6) **Be professional.** Get your business done and log off. Try not to get distracted.

7) **Be Respectful. Maintain Confidentiality.** Adhere to Student Data Practices. Do not post confidential or proprietary information about R BTC, its students, its alumni or your fellow employees.

8) **Be Responsible.** Follow all applicable R BTC and MnSCU policies and procedures; **State Employee Code of Ethics; R BTC Values and Standards of Excellence; and College Branding Standards and Guidelines.**

**NOTE:** Failure to adhere to these guidelines could result in the Facebook page being made inactive or deleted.

If you have questions regarding R BTC’s Facebook guidelines, please contact: michelle.messenger@roch.edu or jenee.mcgurren@roch.edu.