Social Media Best Practices

The TCC Library uses social media to connect with students, faculty, and staff to promote awareness of library resources, programs and events. TCC Library social media channels present the friendly face of the library, market services and resources, and build a sense of community that contributes to student success. The best practices below act as a guideline for social media posting and promotion and will be updated as needed.

- Maintain active platforms (Facebook & YouTube.)
- Any additional social media channels must be approved by the TCC Marketing Department.
- Promote social media in Information Literacy sessions and promote Information Literacy via social media.
- Promote social media with signage (Flyers, Plasma screens, etc.)
- Promote at events – encourage people to “Like” us.
- Post on schedule.
- Schedule posts during times the College is closed.
- Post links to our materials in Discovery that relate to timely, current and local events.
- Link to our digital resources. (e.g.: Statista)
- If you create a graphic or meme, brand it with the TCC Library logo.
- Use images.
- Use correct grammar. Have a colleague proofread your post before posting.
- You are speaking for the TCC Library; use “we” not “I”.
- Be brief and concise. Avoid lengthy blocks of text.
- Speak in a conversational tone rather than formally.
- If you are an admin and you “like” a post that the library made, make sure you “like” it as yourself and not the library.
- If you are posting a link you have pasted in, make sure to remove the link code after the thumbnail for the link appears.
- To avoid reposting content, always read back a week or so on the page.
- If other library staff wish to post something, have them send it to the designated “poster” at their campus, rather than posting it to the page as themselves.
- Work with Student Life to share posts.
- If it’s a major post (x: LTAB-U winners), send it to the Marketing Department (matt.jostes@tulsacc.edu)
- Set measurable goals. For example, increase our “likes” on Facebook 10 to 15% per fall/spring semesters.

TCC Library, 02-10-2017