

Website and Social Media Content Guidelines

School of Business



Objective

Keep all content published by the School of Business on the schools website and its social media consistent. Content needs to be published in a way that will optimize the schools ability to be found online while remaining a useful resource for students. This guide will help will have simple guidelines for how content should be structured, what to include, and why.

Keywords

The purpose of keywords is to make it easier for content to be found through online search. To make sure that the school is being found when people are searching. The school already has an advantage because the .edu domain is given higher priority by search engines, however there is still some competition from other .edu domains in Utah.

Use at least 3 or 4 of the below keywords for web and 1 to 2 in social media updates:

- Salt Lake Community College
- School of Business in Utah
- Online Business Classes
- <Program Name>
- Salt Lake City College

Keywords can be added in many ways as long as the string of words remains within the content. For example if you took the keyword "School of Business in Utah" it could be added like this:

*Take a look at **Utah's** most affordable **School of Business** with flexible course hours and classes offered online.*

The most important thing to remember with keywords is to use them in everything. They need to be included in almost every social media update, and in every web page. This will help students find information and resources for the school of business when they are searching online.

Social Media

The purpose of social media for students is mainly to communicate with classmates and faculty. While Canvas has provided great tools for students and teachers to collaborate it is important to post information where they hang out online. The following are the guidelines on what to post, how often and content division.

Content Breakdown

20% Announcements

30% Events (Preferably where they can network)

40% Useful resources, guides, articles, etc.

10% Promotion - Special Classes, New Programs, etc.

LinkedIn

This is a professional networking site where individuals build profiles that closely resemble resumes. They use LinkedIn as a platform for them to showcase their business expertise. Students that are on this social media are trying to get or already have a career. The School of Business will need to provide content that fits within this, or students will not find it helpful.

Frequency

Updates to LinkedIn only need to take place once or twice a week. If you are posting lots of useful resources and articles then you can do more otherwise you will not fit into the normal updates that students are looking for when they get on this network.

Facebook

Students, especially older students, are on Facebook to keep up with what all their friends and family are doing. They will want the updates to be things that they can share with everyone or that will be directly useful to them. Keep these posts similar to the ones on LinkedIn to maintain the professional message. The only reason the School of Business is on Facebook is so that they can provide information where students are at online.

Frequency

Post no more than 3 times a week strictly keep content to the above breakdown to avoid oversharing. Facebook constantly changes the algorithm that determines how and when posts from institutions show up in users feeds so this may change the way you post in the future.

Anytime you can link back to the schools website in your posts, this will help show authenticity, as well as better SEO for students searching. Add keywords into each post or update as often as you can. It is good to use existing content but anytime you can have students create content that is helpful to other future students use that in your posts and updates on social media.

Website

When students visit the schools website they are normally doing so in search of specific information. Students do simply browse the website to see if there is anything new. Everything needs to be structured so that it is easy to find what they need. Students have short attention spans online, if they do not find what they are looking for or they navigate away and can't find their way back they will most likely leave. If information and resources are structured to be more user friendly and students will know they can find what they are looking for then more students will visit.

Content

When building any content on the website be sure to use the above mentioned keywords. Keywords are the search terms that will help the site be found by students who always start in a search engine. Maintain a keyword saturation of 2%, or in other words for every 100 words use 2 keywords. This is not an absolute limit, if it is appropriate to use more, use more, if not then don't.

Structure

The School of Business portion of the SLCC website needs to be more self contained. Provide as much information within the School of Business URL as possible. This will make it easier for students who visit to find what they were looking for but not get lost doing so. The site currently links to many items that go to different portions of the SLCC website which can be confusing if you start on the school of business page and then click a few links can try to navigate but all the side links and top links are now different.