

Creating an IVC Social Media Presence

Irvine Valley College encourages campus departments, programs and active student clubs to engage with the campus community on social media.

All social media accounts affiliated with the college must be established through the Office of Marketing and Creative Services. We will work with you to establish your goals and objectives, identify which platform is the best place to start for your needs, best practices, etc.

Consider these steps when thinking about your social media presence:

- Unsure where to begin? Contact the MCS office first and we can provide guidance.
- You need an IVC distribution email address to be associated with the account. Example: ivcmcs@ivc.edu. (We advise against setting up a college account associated with a personal email address, even if it is an IVC issued email.)
- The account username and/or handle should be identifiable to your group, but also with the college. (Some adjustments may be required due to character limits and username availability within the social media platform).
- Marketing and Creative Services will serve as administrators of the account. We will monitor posts and serve as secondary support if necessary.
- Department staff and/or club advisors are required to oversee and monitor any social media activity that students manage.
- Your group is responsible for promoting your own social media site in order to gain followers. The MCS office maintains the college social media presence and interacts with both students and community members. We cannot promote the social media accounts across the campus.

When taking photos, remember:

- Be sure to get a signed photo release and remind attendees/participants that you are taking photos with the intent of posting them on social media.