

Social Media Guidelines

Updated - March 2020

Overview

Social media sites like Facebook, Twitter, YouTube, LinkedIn, and Instagram are important and influential external communication channels for our community. We encourage their development and use. To assist you in posting content and managing these sites, Octagon Studio developed guidelines and standards for official Octagon Studio use of social media. These guidelines and standards refer to external social media where the public can join the conversation, and apply to staff, and groups or partners using social media accounts associated with the Octagon Studio's departments, programs, and offices. It is assumed, in this document that you have a basic understanding of social media outlets, how to create an account, how to create a page, and how to post, tweet, etc. However, if you need assistance with basic introduction to social media, please contact us for help.

Goals for External Social Media at Octagon Studio

- Open, develop, and foster new communication channels and engagement between staff, partners, customers, prospective clients, and the community.
- Share information about programs, events, departments, groups, individual achievements, and other associated external news surrounding Octagon Studio.
- Increase Octagon Studio's local, international, and global visibility and voice.
- Support the Octagon Studio's mission and core themes, goals, products, and sanctioned efforts, including company news, information, content, and directives.



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Getting Started

Starter Tips

Create a personal account and spend some time learning how the social media site works, if you're not already familiar with the social platform. There are a multitude of tutorials that exist online to help you learn more about getting around [Facebook](#), [Twitter](#), [YouTube](#), [LinkedIn](#), [Instagram](#), etc. Look at what other colleges or similar department groups have done to be successful.

Evaluate Your Goals

Before creating social media accounts / contents, think about what your primary goals are.

- Who is your audience? Current staff / partners, potential clients / customers, general public?
- How will your activity on social media differ from that of the Octagon Studio's social media content?
- What kind of information will you share with your audience to engage them?

Answering these basic questions will help you better visualize which platforms are suitable for your account / content.

Octagon Studio on Social Media

Currently Octagon Studio is active on the following platforms:

- [Facebook](#)
- [Twitter](#)
- [Instagram - Octagon Studio](#)
- [Instagram- Octagon Edu](#)
- [LinkedIn](#)
- [YouTube](#)

Platform Rundown

Platform Rundown

Each social media platform offers something different for its users. With each platform reaching a different type of audience. It is important to keep the same tone between various platforms, while utilizing each platform's features to enhance your message.

Facebook

Audience reach / type:

30+, mature in tone, supports existing relationships, and creates dialog and discussion.

How to be successful:

Get likes by engaging with your audience in a meaningful way. Ask questions to get a dialog going. Strengthening brand loyalty is crucial for longevity. Imagery and videos go a long way in creating a brand. Use hashtags and hashtag campaigns.

Twitter

Audience reach / type:

>30, used as a listening source to stay up on issues, Twitter has a much larger social influence than Facebook, but a short life span.

How to be successful:

With a limit of 280 characters or less, posts are time sensitive because the tweets come and go quickly. Post multiple times a day, use pictures, smart and timely tweets. Use hashtags and hashtag campaigns.

LinkedIn

Audience reach / type:

Professional peer-to-peer networking site. Experts weigh in with their expertise or share data driven information about your company or products.

How to be successful:

Short, smart, informative, insightful content. Join groups that share your business interests.

Job postings and other informative content such as emergency closures, success stories (e.g. events, grants, awards) are acceptable.

Instagram

Audience reach / type:

A photo-focused platform, when used correctly, Instagram can be a highly-targeted, visual advertising medium. It provides brands with 25% more engagement over other social platforms.

How to be successful:

Engage people on a personal level. Try to show a different point of view, look back at history, and show off the company/services. Showcase products and activities and most of all have fun, while being appropriate. Hashtags are accepted and highly recommended. Adding to your Instagram story often can help fuel engagement and drive viewers to visit your profile.

Best Practices

Social media is a great avenue for marketing our brand, but also a great way to engage with our audience. It is important to follow some basic practices to keep the audience interested in a social and positive environment while promoting the brand.

Privacy

Information about individual employees, internship students, or someone associated with Octagon Studio, should not be named or discussed on social media without their permission. The same rule applies for confidential (e.g. internal policies, procedures, information from informal conversations) and proprietary information or similar information of third parties.

Etiquette

When using an officially recognized social media channel associated with Octagon Studio, assume at all times that you are representing Octagon Studio. Avoid personal opinions and views that are not those of the company, products, department, etc. Use good judgment for your posts, because content can spread anywhere, once it is posted. A healthy dialog with constructive criticism can be useful but refrain from engaging in dialogue that disparages co-workers, competitors, or critics

Copyright

Be aware of copyrighted material. If you are allowed to use or link to material or images, give proper credit to the original source. Do not take images from places like Google/Bing image search, unless they are copyright, royalty free assets. Keep records of permissions received.

Visual Assets

If you are in need of visual assets to include with post copy, you may use images from the company's Shutterstock account. You may also use online images that are not copyrighted and available for commercial use without attribution, such as those found at Pixabay.com. Please contact the Marketing department if you have any questions.

Brand

Imagery associated with Octagon Studio should remain consistent with Octagon Studio's brand. Social media avatars and logos should use one of Octagon Studio's logos. Additional guidance with graphics and design, such as adding your event name/title to the logo can be provided by Creative Department or Marketing.

Naming Convention

To remain consistent with the brand, all social media account names should be preceded with "Octagon Studio".

General Tips for Posts

- Pictures and video generate more attention than text.
- Keep text copy short and precise.
- Check grammar and spelling.
- Use #hashtags where appropriate, but do not overuse a particular hashtag, or use too many.
- Post a variety of relevant, valuable and engaging content. Examples include articles, links, photos, videos, and event information.
- Be accurate with information and check/verify your sources and references.
- Check spelling, grammar, and keep the language clean and proper.
- Use a weekly or monthly planner and schedule your posts several days in advance.

Style Guide

Social Media Voice

Who we are

We value education and revel in belonging to an intellectual creative community. We believe in looking beyond ourselves and thinking globally. Our next great accomplishment could be right around the corner.

Our Tone

We are confident, energetic and enthusiastic and it should always reflect the core values of the brand. The tone must also reflect our passion in technology and love for what we do. The tone of voice aims to connect with the target audience and communicate our brand into high level.

Ownership of Posts

All messages on all central media platforms are posted in the character voice described above. We DO NOT attach names or initials to posts.

Cadence

Twitter	2 - 4 posts daily
Instagram	9 posts / week
Facebook	2 posts / week
YouTube	Varies
LinkedIn	Varies

Imagery

- All avatars or profile image should align with Brand Guidelines
- Cover images should be the same across ALL platforms

Final Remarks

Octagon Studio's logos and/or visual identity cannot be used for personal social media without company permission. We support reposting of Octagon Studio material on your personal social media account(s). It helps us spread the word about our great products and services. Octagon Studio does not monitor personal websites and social media, but will address issues that violate established HR, Editorial, Graphic and Social Media guidelines. Employees of Octagon Studio should follow full disclosure rules in order to protect the company's reputation and privacy.

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