Last updated: April 28, 2023

Preamble

The Dawson College Digital Guidelines are related to the Dawson College Communications Policy, as well as the Dawson College Branding Guidelines. Adherence to these guidelines is the joint responsibility of the Communications Office (CO) and Information Systems and Technology (IST).

Dawson College provides a variety of digital services to promote the College and facilitates communication and administration for students, employees and visitors.

The purpose of these Guidelines is to ensure all digital representations of Dawson College are managed in a professional manner and are properly resourced in terms of staffing, financing and technical infrastructure. The Dawson College website and social media channels represent the College to the public and ensuring a coherent visual identity and accessible user experience is fundamental to upholding the reputation of the College. Digital representations indf0 gdhe an150(y)-3(w)6(eb.)12site h (tht)9()]TETQq0

Tier B:

## 5. Domain names

All content related to Dawson College activities or hosted dawsoncollege.qc.ca domain.

If your situation represents an exception that requires a domain outside of dawsoncollege.qc.ca, approval for its creation, technical support and financing must be received from the IST and the appropriate Dean, if applicable.

6. Request for major changes to Dawsoncollege.qc.ca

There may be requests from time to time to change the architecture, visual design or to develop new features, sections and functionality on the website. Any structural changes must be discussed with IST and the CO well in advance (3-6 months) of implementation to determine whether to proceed with a major change to the site. Considerations or information to consider for such changes to the architecture include target audiences, reason for the request and analytics to support the request.

7. Requesting the creation of a microsite or web-based application

needs of the College should be planned months in advance. If possible, use of external resources or suppliers should be considered, although implementation will ultimately remain under the management of IST.

## Institutional Social Media Accounts

1. Creating an institutional social media account

## If a program or unit

name, logo or insignia, permission must be obtained from the Communications Coordinator as per the Communications Policy. Social media accounts created prior to April 2023 shall be exempt from this requirement. Write to <a href="mailto:communications@dawsoncollege.qc.ca">communications@dawsoncollege.qc.ca</a> to request the creation of a new social media account.

With tens of thousands of followers, an analysis should be made whether or not the initiative might be better-

The College has active presence on several social media platforms. Each of these platforms provides specific communications advantages linked to demographics, content type and following:

LinkedIn: Biggest platform for Dawson in terms of following. Ideal platform for sharing senior staff appointments, recruitment, corporate announcements and connecting with alumni who self-identify in their profiles as former Dawson students.

Twitter: Ideal platform for engaging with journalists, politicians and showing thought leadership. Facebook: Good platform for targeting with ads based on geolocation, interests and demographics.

Help set up the account