

Southside Virginia Community College Social Media Guidelines

Use of Social Media

At Southside Virginia Community college, we recognize that social media sites like Facebook, Twitter, YouTube and Flickr have become important and influential communication channels for our community. To assist in posting content and managing these sites, the College has developed policies and guidelines for official and personal use of social media. These policies and guidelines apply to College faculty and staff, and can be used in connection with social media accounts associated with schools, colleges, departments, programs and offices.

General Guidelines

- * The purpose of using these communication channels on behalf of SVCC is to support the College's mission, goals, programs, and sanctioned efforts, including news, information, content and directives.
- * Prior to engaging in any form of social media involving the College, you must receive permission from the appropriate supervisor as appointed by your department head and notify Marketing/PR.
- * When using an officially recognized social media channel, assume at all times that you are representing the College.
- * Confidential or proprietary College information or similar information of third parties, who have shared such information with you on behalf of the College, should not be shared publicly on these social media channels.
- * The College may choose to post College related social media content generated by faculty, staff and/or students. The College's Facebook page can be found at:
<http://www.facebook.com/pages/Southside-Virginia-Community-College/216682025031883>
- * Exercise discretion, thoughtfulness and respect for your colleagues, associates and the College's supporters/community (social media fans).
- * Avoid discussing or speculating on internal policies or operations.
- * A healthy dialog with constructive criticism can be useful but refrain from engaging in dialogue that could disparage colleagues, competitors, or critics.
- * Be mindful that all posted content is subject to review in accordance with SVCC's guidelines.

- * Please refrain from reporting, speculating, discussing or giving any opinions on College topics or personalities that could be considered sensitive, confidential or disparaging.
- * SVCC logos and/or visual identity cannot be used for personal social media without College permission.
- * Your personal social media account may not be an appropriate place to distribute College news. Please use all due diligence when posting college news on your personal social media account.
- * SVCC does not monitor personal websites but will address issues that violate established HR, Editorial, Graphic and Social Media guidelines.
- * SVCC realizes that Faculty, Staff and Students are using social media but reminds users that at any time they can be perceived as a spokesperson of the College.

Final Thoughts

If you have any doubt about posting content on these social media sites, please consult your Supervisor. Due to the evolving nature of social media, the policies and guidelines are subject to revision by the Marketing/PR team. We also welcome feedback from the campus community.