

Southwest Virginia Community College Social Media Policy

Purpose:

Southwest Virginia Community College (the "College") may establish official College social media networking sites to facilitate information sharing and collaboration.

Policy:

Use of Social Media:

Social media communications tools may be used for official College business such as marketing to potential students; communicating with prospective and current students, alumni, and employees; educating the public about the College and its mission, programs and events; and for emergency communications.

SWCC employees shall comply with the provisions of Virginia Department of Human Resource Management (DHRM) Policy 1.75 (Use of Electronic Communications and Social Media) and the Terms of Use outlined by the respective Social Media platform. (See References)

Procedure:

The Public Relations & Marketing Department will establish and maintain the College's official Social Media presence, accessible to all, sharing news and stories that advance SWCC's mission on the following Social Media channels (Facebook, Twitter & Youtube).

<https://www.facebook.com/pages/SWCC/64989556592?sk=wall>

<http://www.youtube.com/user/SWCCutube>

https://twitter.com/swcc_tweets

New channels may be added to official SWCC Social Media with the approval of the Vice President for Institutional Advancement.

Department or Club Social Media:

Other areas of the College outside of Public Relations desiring to establish social media sites must obtain permission from the Coordinator of Marketing and Public Relations prior to creating social media sites. The missions and scopes of these social media sites must be confined to the purpose and content of this Social Media Policy.

Review & Maintenance:

Once approved, the requestor will be responsible for maintaining the service and for remaining within the guidelines noted in the Use of Social Media statement. Each social media account must include at least two individuals, at least one being an SWCC employee, with administrator privileges to monitor the site and its usage.

Definitions:

Social Media: Social Media refers to the use of web-based and mobile technologies to turn communication into an interactive dialogue. Social Media is designed to stimulate interaction between a source and its audience, and vice versa.

Social Media Channel: A Social Media channel is a website designed to share user-generated content. Examples of Social Media channels include, but are not limited to, Facebook, YouTube, Twitter, LinkedIn, and Flickr.

References:

[Virginia DHRM Policy 1.75 – Use of Electronic Communications and Social Media](#)

Social Media Terms of Use:

- [Facebook](#)
- [Twitter](#)
- [YouTube](#)