

Do s and Don ts

Note: The following lists are not all-inclusive. Please contact the Office of Communications and Marketing if you have additional questions at socialmedia@valdosta.edu.

Do

- **Do** obtain approval for the social media page or profile your unit wishes to use. Once your unit has been approved, create a profile name that clearly and concisely identifies your program and its VSU affiliation. Do not identify yourself simply as “Valdosta State University” as it implies you are speaking for the entire institution. A specific profile name will also make it easier for people to find you.
- **Do** attend a training session to understand the appropriate use of social media, and to avoid violating existing policies.
- **Do**