

## Social Media Procedures

### How to open an account:

1. Submit the application for an account to the Office of Communications and Marketing (OCM). Email to [socialmedia@valdosta.edu](mailto:socialmedia@valdosta.edu).
2. All applicants for officially-recognized social media accounts are required to submit the profile image/avatar of each account as part of the application process to ensure compliance with VSU's Visual Identity policy: <https://www.valdosta.edu/brand/identity-policy.php>  
If requested, one can also be provided to you.
3. The Social Media Manager(s) will contact the applicant to schedule a consultation before adding the account on VSU's official social media registry. This consultation will assist in setting the department's social media strategy, including setting goals, determining messaging, selecting networks, brainstorming content and evaluating results. A social media strategy will help the department in evaluating new platforms and sites and in deciding when/if to discontinue use of social media. The department will also register account administrators and credentials with the OCM at the consultation.

### Account Administrator

VSU employees identified as administrators of accounts are responsible for managing and monitoring content of their social media accounts. Administrators are responsible for removing content that may violate University Policies or the Terms and Conditions of the Social Networking Site (SNS). Administrators must be full time (or equivalent) employees of the university.

communication would likely be considered a violation of those same policies if it took place within the social media environment. Administrators are to post only content that is not threatening, obscene, a violation of intellectual property rights or privacy laws, or otherwise injurious or illegal. Representation of personal opinions as being endorsed by the University or any of its organizations is strictly prohibited. VSU's name or marks may not be used to endorse any opinion, product, private business, cause, or political candidate unless explicit written consent has been provided by the Office of Communications and Marketing. VSU's name or marks may not be used without the express written consent of the Office of Communications and Marketing. All content and interactions should adhere to the spirit of the Blazer Creed and the VSU brand.

The OCM and the Social Media Manager may determine as a result of the consultation that a new account is not necessary or appropriate and may deny the request to establish an account. In that case, alternative strategies will be considered and recommended to meet the objectives of the department.