



## **Social Media**

**Procedure Number:** 516P

**Responsible Office:** VP of Strategy, Research, and Workforce Innovation

**Forms:** N/A

**Effective Date:** 04/01/2017

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### **1. Purpose**

N/A

### **2. Definitions**

*Account Administrator:* A NOVA faculty or staff member, executive leadership or student who administers or authors content for any college social media account.

*Social Media:* A website or application external to NOVA that permits sharing of information between people. This includes Internet-based social networking applications, blogs, chat rooms, collaborative information and publishing systems, video- and photo-sharing websites (e.g. Facebook, Twitter, etc.) and other websites with user-generated content.

*Unit:* A college, department, program, service or transaction center, office, or another operating unit.






*User:* A person who places postings, commentary, or other content on a college social media account or space.

### **3. Procedure**

#### *Current Official Social Media Handles*

NOVA has five major channels that represent the College's overall presence: [Facebook](#), [Instagram](#), [Twitter](#), [LinkedIn](#), and [YouTube](#).



 <p>Facebook</p>	<p>NOVA Community College</p>
 <p>X (Formerly Twitter)</p>	<p>@NOVAcommcollege</p>
 <p>Instagram</p>	<p>@NOVAcommunitycollege</p>
 <p>LinkedIn</p>	<p>Northern Virginia Community College</p>
 <p>YouTube</p>	<p>NOVA Community College @nvcc</p>

*Posting to NOVA's Official Social Media*

Account administrators will be asked to contribute content to the Collegewide social channels. Collaboration and cooperation will ensure that the diverse offerings of NOVA are well represented, and content remains unique.

All requests for posting content to the Collegewide social media channels must be completed through the [Content Request Form](#). The Social Media Manager will review the request, contact the staff member or unit that submitted it, provide feedback and determine the best time and platform on which to share the message, if appropriate. Content, event notices and story ideas can be submitted via email: [socialmedia@nvcc.edu](mailto:socialmedia@nvcc.edu).

Not all content is appropriate for social media or individual accounts. Every effort will be made to ensure that all newsworthy information is shared on NOVA's social channels, but there may be times when posting certain content is not possible or appropriate. Campus account administrators will have discretion to determine what content is appropriate for their campus social media pages. The Social Media Manager will have discretion to determine what content is appropriate for the Collegewide social accounts.

*Account Creation*

- A. Request & Approval

1. Existing social media accounts must be registered with the College. The Social Media Manager will keep a complete directory of recognized accounts and account managers. Request for an account does not equate to automatic approval.
2. To request a new social media account for a unit or department, the requestor must complete the [Account Request Form](#). The Social Media Manager will review the request and contact the staff member or unit that submitted with an update. New social media accounts must be first approved by the Social Media Manager and then by the Director of Communications and Enrollment Marketing.
3. Once approved, the Social Media Manager will meet with the new account administrator to review the College's social media guidelines, provide any necessary training, and help establish the account.
4. The account administrator or requesting unit is responsible for the daily management of the account, including creating content and answering questions.
  - a. They will need to have a strategy established, examples of what they will be posting, frequency of posts and who will be managing the account.
  - b. What percentage of that account administrator's role will be dedicated to social media?
    - i. Keep in mind this includes content development, social listening, answering all messages and comments that arise and broadcasting relevant events.
5. Please note that NOVA faculty/staff and students cannot accept payment to post on social media. We are state employees, and this is considered a conflict of interest.
6. Any inquiries from the press should be directed to the Public Information Officer within the Office of Communications & Enrollment Marketing.

### *Account Expectations*

1. The Social Media Manager must be made an administrator for all social media accounts representing the College. The individual managing said account will be assigned the role of editor, or equivalent, as determined by platform. Permission for additional account administrators, or their equivalents, must be approved by the Social Media Manager.
2. All social media accounts that represent the College in any capacity must be registered through the College's online form.
  - a. With ArchiveSocial Contract – accounts and their credentials will be stored here for safe keeping.
  - b. Account credentials are also stored in the social media directory.
3. All active social media accounts must adhere to each platform's terms of use, the College's design and editorial standards, the College's social media policy and be mindful of ADA Compliance. This includes featuring NOVA in the account name and URL, as well as the appropriate use of any

College logos. The Social Media Manager has the right to make changes to any official account for the purpose of policy compliance.

### *Account Management*

1. All accounts will be evaluated every six months. Inactive accounts will be closed. An account and/or its content may be subject to immediate deletion if it violates the platform's Terms of Service or the College's policies and procedures. Accounts may also be deleted if they are deemed no longer necessary, redundant, or otherwise in opposition to the College's overall social media strategy.
2. Paid Promotion (e.g., Facebook ads, Instagram ads), and the budgeting thereof, through the College's social media accounts must be conducted through the Office of Communications & Enrollment Marketing.
3. Appearance & Management
  - a. To clearly display each account's affiliation with NOVA, each account must meet management minimum standards – where possible and appropriate – including but not limited to the following:
    - i. *Account name.* Accounts must include “Northern Virginia Community College” or “NOVA” in their name.
    - ii. *URL.* Facebook pages should create a shortened URL through Facebook in the format of “www.facebook.com/NOVA\_\_\_\_\_” (i.e. <https://www.facebook.com/NOVACommunityCollege>)
    - iii. *Profile photos.* Accounts should use their College, campus or department logo as the profile photo. If the unit does not have a unique logo, a unit branded icon will be provided by NOVA Graphics.
    - iv. *Complete account profile.* All basic information including website, contact information, “About” section, and other profile information should be completed. This includes appropriate artwork such as Facebook cover photos and X (formerly Twitter) header photos.
    - v. *Staff as account administrators.* Administrators for the account must be NOVA faculty or staff. Each account should identify at least one backup manager to serve in the primary manager's absence or departure.
    - vi. *Regular and appropriate content posts.* Accounts should remain active and engaged throughout the year, maintaining effective content management. Content should appropriately represent NOVA values and be related to the page's purpose.
      1. Do not cite or reference students, faculty, staff, administrators, partners or suppliers without their approval. When you do make a reference, if possible, link back to the source.
      2. Do not provide NOVA's or others' confidential or proprietary information. Please review FERB and HIPAA regulations before posting.