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'S

- **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** complete the Social Media Planning Worksheet. Preparing a social media strategy will help you evaluate new platforms, and help you decide when to discontinue use of an existing network.

- **DO** carefully consider the accuracy, clarity, length (brief is better) and tone of your comments and messages before posting. Posting to social media sites should protect the institution's voice by maintaining a professional tone. Abide by the Terms of Service of any social media site or platform in which you participate.

- **DO** remember your posts may last forever.

DON'TS

- **DON'T** use any VSU social media site to share personal information or opinions.

- **DON'T** disclose confidential information, non-public strategies, student records, or personal information concerning (past or present) members of the VSU community without proper authorization.

- **DON'T** use social media to harass, threaten, insult, defame or bully another person or entity.

- **DON'T** engage in any unlawful act, including but not limited to gambling, identity theft or other types of fraud.

- **DON'T** use the VSU name, logo or trademarks for promotional announcements, advertising, product-related press releases or other commercial use, or to promote a product, cause, or political party or candidate.

- **DON'T** post content that could create a security risk for VSU. Examples include but are not limited to:
    - images of healthcare facilities
    - restricted access areas
    - business areas
    - information technology facilities