



- CONSULT WITH VCU ENTERPRISE MARKETING AND COMMUNICATIONS SOCIAL MEDIA TEAM REGARDING YOUR DEPARTMENT SOCIAL MEDIA STRATEGY AND PLAN

- ONCE APPROVED, REVIEW AND FOLLOW THE [SOCIAL MEDIA GUIDELINES](#) AND ALL RELATED POLICIES, PROCEDURES AND BEST PRACTICES FOR CREATING YOUR SOCIAL MEDIA ACCOUNTS

- COMPLETE A [SOCIAL MEDIA ACCOUNT APPROVAL FORM](#) IN JIRA

IDENTIFY YOUR SOCIAL MEDIA ACCOUNT ADMINISTRATORS (AT LEAST ONE PRIMARY & ONE SECONDARY).

- NOTE: ADMINISTRATORS SHOULD BE FULL-TIME VCU EMPLOYEES (FACULTY/STAFF). STUDENT WORKERS AND INTERNS MAY PROVIDE CREATIVE SUPPORT. HOWEVER, DUE TO THEIR SHORT-TERM ROLES, THEY SHOULD NOT BE CONSIDERED AS AN ADMINISTRATOR OF THE ACCOUNT.

- COMPLETE AN [ADD ACCOUNT OR ADMINISTRATOR INFORMATION FORM](#) TO RECORD YOUR ACCOUNT AND ADMINISTRATOR INFORMATION

- COMPLETE VCU SOCIAL MEDIA ACCESSIBILITY TRAINING WITHIN TALENT@VCU UNDER LEARNING SEARCH (ACCESSIBILITY). THIS TRAINING IS REQUIRED FOR ALL ADMINISTRATORS OF VCU-OWNED SOCIAL MEDIA ACCOUNTS.