



REGISTER YOUR SOCIAL MEDIA ACCOUNTS WITH THE SOCIAL MEDIA TEAM

- Complete a [social media account approval form](#) in Jira
- Complete an [Add Account or Administrator Information form](#) to record your account and administrator information
- Administrators should be full-time VCU employees (faculty/staff) with defined social media duties in their official job descriptions
 - 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

REVIEW AND FOLLOW THE VCU SOCIAL MEDIA GUIDELINES

- Always use a VCU-owned account when posting or responding to inquiries on VCU's behalf (Never use a personal account)
- Review and accept the VCU-approved social media platforms terms and conditions (TikTok is Not a VCU-approved platform)
- Follow VCU's social media branding requirements
 - All policies, procedures, and guidelines regarding university trademarks, names, and symbols are followed for all VCU-owned social media accounts
 - Enterprise Marketing and Communications must approve logo usage. Visit [identity standards](#) for additional information on VCU branding requirements
 - Review and follow the social media identity section in the [VCU brand standards guidelines](#)
- Complete VCU Social Media Accessibility Training
 - Accessibility training is required for all social media administrators
 - Training is available within Talent@VCU under Learning Search (Accessibility) and via VCU's [Social Media website](#) for those not able to access through Talent@VCU (VCU Health Employees/Students)

REVIEW SOCIAL MEDIA CONTENT/POSTS

- Posts, comments and usage of social media are communications that should be consistent with other forms of communication in the workplace and comply with relevant VCU policies
 - Do not disclose** proprietary financial, intellectual property, student information, patient care or similar confidential and/or private information
- Obtain expressed consent of all involved parties for the right to distribute or publish recordings, photos, images, video, text slideshow presentations, artwork and advertisements
- Obtain a completed model release or permission to record from VCU and VCU Health subjects photographed or videotaped for promotional purposes
- Monitor posts and comments to your social media sites for any requests for public records. Report public records requests to FOIAvcu@vcu.edu