

WCC Social Media Policy



WYTHEVILLE

COMMUNITY COLLEGE

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Purpose

Wytheville Community College (WCC) recognizes social media as a vital communication and engagement tool that supports the institutional mission. This policy establishes official standards and procedures for the creation, management, oversight, and use of all WCC-affiliated social media accounts.

The primary intentions of this policy are to:

- Promote accurate, consistent, and professional communication;
- Protect the College's reputation, brand, and institutional integrity;
- Ensure compliance with applicable federal and Virginia state laws, regulations, and Virginia Community College System (VCCS) policies; and Virginia DHRM Policy 1.75 Use of Electronic Communications and Social Media.
- Clarify roles and responsibilities for employees who may manage or contribute to official social media accounts; and
- Encourage positive engagement with students, employees, alumni, donors, community members, and other stakeholders.

Scope: This policy applies to all official social media accounts created on behalf of WCC, including departmental, programmatic, organizational, and student organization accounts affiliated with the college.

Definitions

- **Official Social Media Account:** Any account, page, profile, channel, or presence that uses the name, logo, trademarks, branding, or identity of Wytheville Community College; represents a college office, department, division, program, initiative, student organization; or is used to communicate on behalf of WCC.
- **Social Media:** Websites, applications, and digital platforms that allow users to create, share, and interact with content. Examples include, but are not limited to: Facebook, Instagram, LinkedIn, YouTube, Threads, and blogs or discussion forums.

WCC may expand or discontinue use of social media platforms as communication trends evolve.

Account Governance and Approval Process

The WCC Public Information Officer (PIO) and the Director of Institutional Advancement is the sole authority responsible for creating and oversight of official college-affiliated social media accounts. This centralized oversight ensures institutional branding security and communication standards.

Administrative Oversight

Primary administrative oversight for institutional accounts is limited to the following designated roles:

1. Director of Institutional Advancement
2. Public Relations and Development Coordinator/PIO
3. Webmaster

Registration and Workflow

All new and existing accounts must follow this streamlined process:

1. **Formal Request:** Users must submit a request via the official Social Media Request Form. Independent creation of accounts is strictly prohibited.
2. **Mandatory Registration:** Once established, the site must be registered with the PIO (cyonce@wcc.vccs.edu). Sites must be linked to a WCC-provided state email account.
3. **Directory and Groups:** Registered accounts will be included in the WCC Social Media Directory, and administrators will be granted access to the WCC Social Media Users Group.

Requesting Content on Primary WCC Channels

To leverage WCC's existing large audience, departments are encouraged to request posts on primary institutional channels. Requests need be submitted via email to the PIO (cyonce@wcc.vccs.edu) at least one week in advance for scheduling and include:

- The deadline for posting
- Target Sites (Facebook, Instagram, etc..)
- The campus, division, office, or club associated with the content.
- Contact information and associated graphics/images.

Administrative Access and Accountability

WCC maintains strict control over account access. All accounts remain property of Wytheville Community College.

Two-Employee Rule

Every official WCC social media account must have at least two full-time WCC employee administrators to ensure backup is available. Additionally, the WCC PIO must be added as an administrator to all accounts for emergency oversight.

Administrative Transitions and Constraints

- **Immediate Removal:** Access must be removed immediately when an employee leaves the college, changes roles, or no longer requires access. Responsibility must be transferred to another approved employee.
- **Negative Constraint:** Administrative access is **strictly forbidden** for any individual who is not a current employee or contracted service provider at WCC.
- **Password Management:** Credentials must be updated during transitions and maintained by the Office of Institutional Advancement.

Content and Editorial Standards

All social media activity is an extension of WCC's marketing and must reflect professionalism, accuracy, and respect.

Poorly written content and misspellings harm WCC's image as a higher education institution. All users must ensure proper grammar, punctuation, and spelling. Accidental errors must be corrected or removed immediately.

- **Accuracy:** Content must be verified before publishing and monitored regularly for engagement and inappropriate material.
- **External Promotion:** WCC accounts shall not be used to promote commercial products, businesses, or individuals, except those with formal contractual agreements with the college.
- **Content Should Support:** Student engagement and success, Community outreach, Recruitment and enrollment, Institutional advancement, Workforce and academic programs, Campus events and activities, and Positive storytelling related to the college's mission.
- **Account Administration:** Social media account/page administrators must make PIO and/or Director of Institutional Advancement aware of any threatening or harassing comments or scam/spam related comments. Account administrators must also consult with PIO or Director of Institutional Advancement before removing any public comment to ensure compliance of free speech, applicable laws, and VCCS policy.

Brand Identity and Visual Standards

- **Logos and Images:** Only official WCC brand assets provided by the PIO are permitted.
- **Prohibitions:** No site administrator may create alternative logos or alter the size or color of provided assets without prior PIO approval.
- **Hashtag Inventory:** Authorized institutional hashtags include:

- #wcc
- #wythevillecommunitycollege
- #BeginHereBecomeAnything
- **Hashtag Review:** All new hashtags including “WCC” must be reviewed by the PIO prior to creation.

FERPA and Privacy

Administrators must comply with the Family Educational Rights and Privacy Act (FERPA). Never share the following without written authorization:

- Student identification or Social Security Numbers.
- Grades or GPA.
- Financial Aid Information.
- Enrollment or admissions status and academic records.

Copyright and Fair Use

Content must not use text, images, videos, or music from external websites or social media platforms without explicit permission or observing “Fair Use” standards. Original WCC-created content is the required standard.

Accessibility Standards

To ensure inclusive communication, administrators must implement:

- Alternative text (Alt text) for images (where applicable).
- Closed captions for all video content.
- Readable fonts and sufficient color contrast.
- Clear, inclusive language.

Records Retention

Social media content may constitute a public record under Virginia law and is subject to the Freedom of Information Act (FOIA) and legal discovery.

Emergency Communication Protocols

IMPORTANT: WCC ALERT PROTOCOL

In the event of a “WCC Alert,” message consistency is essential for campus safety:

- **Authorized Origination:** Institutional messaging will originate from authorized WCC leadership and official institutional accounts. Only institutional accounts managed by the PIO are authorized to originate emergency social media content.

- **Verbatim Requirement:** All other WCC-associated accounts **must only** post WCC Alert messages that repeat the official institutional post **verbatim**. Do not post independent updates.
- **Media Referrals:** All media inquiries received via social media during an emergency must be referred immediately to the Office of Institutional Advancement or designated spokesperson.

Prohibited Conduct

Official WCC accounts shall not be used for “Unacceptable Use” activities and may remove content or comments including but not limited to:

- Conducting a personal relationship or using dating/relationship sites.
- Engaging in partisan political fundraising or campaigning.
- Online gambling or personal financial gain.
- Publishing obscene, defamatory, threatening, or knowingly false content.
- Sharing confidential or protected information; unauthorized endorsements.
- Harassment, discrimination, intimidation, or bullying.
- Content that violates copyright, trademark, or intellectual property laws; or any activity that violates WCC Policy, Virginia state law, or applicable law.

Personal Use and Disclaimers

WCC respects employees’ rights to personal expression. When an employee’s personal online activity identifies an affiliation with WCC (on personal blogs or comments), they must ensure their opinions are not mistaken for official college statements. Employees should conduct themselves in a manner consistent with applicable college policies. Employees who use either a Wytheville Community College (WCC) email address or a personal email address to create, contribute to, or comment on blogs or other online forums in a personal capacity shall clearly identify that the views expressed are their own and not those of the College. Such communications must be conducted in a manner consistent with the standards of professional conduct and applicable provisions of the WCC Catalog & Student Handbook.

When posting in a personal capacity, employees should include the following disclaimer:

"The views and opinions expressed are my own and do not necessarily reflect the official views, positions, strategies, or policies of Wytheville Community College."

This disclaimer is required in accordance with Virginia Department of Human Resource Management (DHRM) Policy 1.75, Use of Electronic Communications and Social Media, and serves to distinguish personal viewpoints from official college communications.

Policy Review and Updates

This policy is a living document and may be revised periodically to reflect evolving technologies, legal requirements, platform changes, and institutional needs.

The Office of Institutional Advancement and/or WCC PIO is responsible for reviewing and recommending updates as needed.

Enforcement and Contact Information

Enforcement

Failure to comply with this policy may result in:

- Removal of specific content or the entire social media site.
- Revocation of administrative access.
- Employee disciplinary action or student conduct action.

Contact

For policy questions, account requests, or security concerns, contact:

Office of Institutional Advancement Cassie Yonce, Public Relations and Development Coordinator/PIO. Email: cyonce@wcc.vccs.edu, General media inquiries: pr@wcc.vccs.edu.