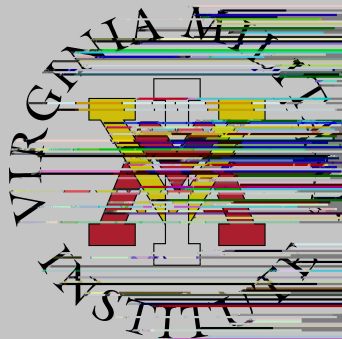


VIRGINIA MILITARY INSTITUTE

SOCIAL MEDIA GUIDELINES



PURPOSE

To outline style guidelines, policies, and recommended practices for Virginia Military Institute's authorized social media accounts. These policies and guidelines apply to anyone representing VMI on social media. This document is updated frequently. If you have questions about developing a social media strategy, contact Maj. Kelcey Leach, Marketing Director at marketing@vmi.edu.

POLICIES

Any VMI department, club, or other unit needing to register or update a social media account must fill out the [Social Media Directory Registration Form](#). When submitting a newly created social media account, please be sure to provide any URLs for existing accounts so that they can all be added to our Social Media Directory.

Remember, you must receive permission from the supervisor as appointed by your department head (or unit) before establishing any new accounts.

Upon reviewing the social media policies and guidelines, if you have any questions or need help with your account(s), contact Maj. Kelcey Leach, Marketing Director at marketing@vmi.edu. You may also request official branding from Maj. Leach for use on your account.

We encourage departments to have at least two account administrators in the event one of the administrators cannot be reached.

When using an officially recognized social media channel, assume at all times that you are representing Virginia Military Institute.

Confidential or proprietary college information or similar information of third parties who have shared such information with you should not be shared publicly on social media.

Exercise discretion, thoughtfulness and respect for your colleagues, associates and the Institute's supporters/community (social media fans). Remember that when you post on social media you are sharing that information with the world.

Do not discuss or speculate on internal policies or operations.

Refrain from engaging in dialogue that could disparage colleagues, competitors, or critics.

Be mindful that all posted content is subject to review in accordance with Virginia Military Institute's employee policies and editorial guidelines.

It is recommended that mini-campaigns be reviewed with the social media council for advice, input, and integration with the content strategy before implementation.

Virginia Military Institute logos may not be used for personal social media.

Wherever possible, the VMI disclaimer must appear somewhere within the site: "This social media platform is an unofficial publication of VMI. The views and opinions expressed on this site by visitors are not representative or endorsed by Virginia Military Institute. We adhere to the terms of use and code of conduct on this site, and we reserve the right to remove any content that is abusive and/or profane, as well as advertisements for services, activities, and events not sponsored by Virginia Military Institute."

VMI Communications and Marketing will monitor official VMI social media accounts and will contact individual account managers regarding content not in accordance with these guidelines.

Cadet-developed content must be reviewed by appropriate staff before being posted to any Institute social media platform.

GUIDING PRINCIPLES

Be authentic: Identify yourself when appropriate to provide authenticity

Be Smart: Social media is "real life." Behavior in social media is no different than in e-mail, public speech, classroom lecture, conversation with friends, or a poster on a wall. Anything considered inappropriate offline is also inappropriate online. When in doubt about whether to

opinions from facts. If you decide to engage in social media, do so with a commitment to post regularly and with professional conduct.

Aim for quality: Think about what you want to say; understand the context and the rules of engagement before you post your comments. Make your content rich and interesting for others to read and share.

Be mindful of copyright laws: Show proper respect for the laws governing copyright and fair use of copyrighted material owned by others. Credit sources where appropriate. Though

Ownership of Posts - All messages on all central media platforms are posted in the character voice described above. We do not attach names or initials to posts.

YouTube / Vimeo

- Give videos descriptive names to support SEO.
- Include relevant hyperlinks in description.

Instagram

- Images may be professional or artsy but not unnatural—effects should never compromise image quality (i.e. avoid effects that create intense sharpening, contrast, strange color casts, or overexposure.)
- Before reposting, secure permission from the original poster to share their content. Ensure the original content owner is cited on the shared post. Mobile applications such as “Repost” are helpful for reposting content on Instagram.
- Avoid over-posting. Try not to post more than one or two times a day. Keep in mind that you can post multiple photos in one Instagram post.
- Keep captions short and let your images/videos tell the story.
- Keep in mind that Instagram limits video length to 1 minute.

ROLES

Social Media Administrator

The Director of Online Communications and Branding maintains oversight of official VMI social media initiatives for VMI. The Marketing Director serves as the Social Media Administrator and is responsible for developing and overseeing the execution of strategic social media and digital initiatives and social media campaigns. as well as being responsible

Heads the Social Media Council.