

Southwest Virginia Higher Education Center (SWHEC / Agency 948)
Social Media Comments/Engagement Policy

The Southwest Virginia Higher Education Center (hereinafter the “Center”) welcomes feedback and engagement via social media outlets. Social media is a useful mechanism to inform the general public about the mission and activities of the Center along with encouraging dialogue.

The opinions expressed by public users/individuals on Center social media channels (Facebook, Twitter, Instagram, YouTube, and other similar “social media” outlets) do not reflect the opinions or policies of the Southwest Virginia Higher Education Center.

Public comments are monitored by the Center, which reserves the right to remove/delete public comments that are: in violation of law, discriminate or encourage discrimination against protected classes, are misleading, injurious, contain falsehoods and/or inaccurate information, constitute libel or slander, constitute fighting words, advocate imminent illegal action, create a clear and present danger, are obscene, are pornographic, and/or threatening in nature to any individual or to the Center. The Center also reserves the right to block/ban users/individuals who repeatedly post such material.

Political campaign or candidate information is not permitted on the Center’s social media outlets.

Solicitations and advertisements of any form posted by public users/individuals will be promptly removed from Center social media outlets unless they are deemed related to the Center, the Center’s operations, or the Commonwealth.

All content posted or received on Center social media outlets is subject to public disclosure.

Employees’ social media usage is expected to comply with Virginia Department of Human Resources (DHRM) electronic Communications and Social Media Policy as well as the Center’s policy.

Policy Approval:

_____ <<<On File>>> _____
David N. Matlock, Executive Director

_____ 11/19/2020 _____
Date

Center Oversight Office: Marketing & Designated Social Media Administrators