

Southwest Virginia Higher Education Center (SWVHEC) Social Media Policy

Purpose

This policy provides guidelines for the use of SWVHEC's official social media channels (e.g., Facebook, Instagram, X/Twitter, YouTube, and similar outlets). Its purpose is to maintain the integrity of the Center's brand, inform the public about the Center's mission and activities, encourage constructive dialogue, and ensure compliance with applicable laws and policies.

Content Sharing Guidelines

SWVHEC's social media channels primarily highlight Center-sponsored events, programs, and initiatives. Posts from partners or collaborators may be shared when relevant to the Center's mission and audience. The Center is not obligated to share posts about events or activities held at the Center by third parties. Decisions regarding shared content are at the discretion of the Center's communications team.

Content Standards

All posts and comments must be professional, accurate, and appropriate for a higher education audience. Content that is discriminatory, misleading, offensive, or otherwise inappropriate will not be permitted. Specifically, the Center reserves the right to remove or delete public comments that:

- Violate the law.
- Discriminate against, or encourage discrimination against, protected classes.
- Contain false or misleading information.
- Constitute libel, slander, or fighting words.
- Advocate imminent illegal action or create a clear and present danger.
- Are obscene, pornographic, threatening, or injurious in nature.

The Center may block or ban users who repeatedly post such content.

Prohibited Content

Political campaign or candidate information is not permitted on SWVHEC social media outlets. Solicitations and advertisements from public users will be removed unless directly related to the Center, its operations, or the Commonwealth.

Engagement & Moderation

Comments on posts are subject to moderation. The Center reserves the right to remove comments deemed harmful, offensive, spam, or otherwise inappropriate. The opinions expressed by public users on SWVHEC social media channels do not necessarily reflect the views or policies of the Center.

Intellectual Property

Only content owned by the Center or approved for use by partners may be shared. Proper attribution must be provided where applicable.

Public Records

All content posted to or received on Center social media channels is subject to public disclosure under applicable laws.

Employee Use

Employees must comply with the Virginia Department of Human Resource Management (DHRM) Electronic Communications and Social Media Policy as well as the Center's internal policies when using social media for official purposes.

Policy Updates

The Center reserves the right to update this policy at any time.

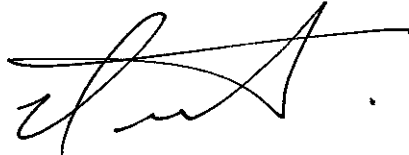
Contact

Questions regarding this policy or SWVHEC social media practices should be directed Meghan Copenhaver at mcopenhaver@swcenter.edu.

Policy Approval:

<<<On File>>>_____

David N. Matlock, Executive Director



9-11-25

Date

Center Oversight Office: Marketing & Designated Social Media Administrators