

VIRGINIA MILITARY INSTITUTE
Lexington, Virginia

GENERAL ORDER)
NUMBER 71)

10 September 2013

Official Use of Social Media

1. Purpose

To ensure the Institute's official presence in various social media venues is adequately coordinated, maintained, and is supportive of the Institute's ability to fulfill its mission.

2. Applicability

- A. This policy applies to all VMI offices, departments, programs or other VMI entities that maintain a social media presence in the furtherance of official duties. This includes all social media regardless of where the service is hosted.
- B. This policy does not apply to personal use of social media. For personal use, refer to General Order No. 50, Appropriate Use of VMI Information Systems Policy.

3. Definitions

- A. Social Media refers to any technology-based network designed to facilitate social interactions in a virtual environment. Examples are Facebook, YouTube, Flickr, wikis, blogs, Twitter, Digg and Reddit. These media allow the creation and exchange of user-generated material.
- B. Social Media Administrator is the person designated to manage and maintain a social media presence.
- C. Administrator Privileges refers to the access documentation that allows a social media administrator to log into and manage a social media presence.

4. Responsibilities

- A. The Director of Marketing within the Office of Communications and Marketing is responsible for ensuring social media engagement by the Institute adheres to this policy. The Director of Marketing is responsible for authorizing all social media accounts by VMI entities. It is not intended that the Office of Communications and Marketing will manage social media efforts authorized under this policy nor dictate content; rather, that is the responsibility of the entities that are granted such authorization. The Office of Communications and Marketing, however, has authority to withdraw approval from any previously approved social media engagement for violation of this policy or in instances when it is deemed to be in the best interests of the Institute to do so.

- B. Entities authorized to operate a social media site are responsible for ensuring compliance with the general guidelines (attached) and any specific guidelines prescribed by the Office of Communications and Marketing.
- C. The department head or administrative supervisor of an entity requesting permission to maintain a social media presence is responsible for designating a specific individual as the social media administrator and will ensure that the Office of Communications and Marketing is provided with current administrator privileges for the presence.
- D. The social media administrator is responsible for ensuring the social media presence is maintained, including reviewing and managing all content posted to the presence by the department or by an outside poster. The social media administrator is also responsible for ensuring all postings comply with this policy and the policies of the Institute.

5. Policies

- A. Authorized VMI social media sites will not promote political or commercial interests. Social media administrators will ensure no such posts are made or are promptly removed.
- B. Social media administrators are required to remove posts that are disparaging of individuals or institutions, obscene, or otherwise inappropriate.
- C. Authorized social media sites will conform as closely as possible to the Institute's Identity Standards.

5. Coordination

Prior to establishing a social media presence, all VMI entities must contact the Director of Marketing in the Office of Communications and Marketing to obtain approval for the presence. The requesting office is responsible for securing any approvals required within its chain of command. Requests should be directed to the Director of Marketing, Office of Communications and Marketing.

FOR THE SUPERINTENDENT:

James P. Inman
Colonel, US Army (Ret.)
Chief of Staff

DIST: E
OPR: Communications and Marketing