

Campus Emergency Communications

Virginia Tech Social Media Guidelines & Best Practices



In an emergency or another incident, university-affiliated accounts should not post information that has not been approved for dissemination from approved sources or spokespeople. If you wish to disseminate the information, you should share posts from the official channels listed below. **Contact Susan Gill, Director of New Media, at susan83@vt.edu or 540-231-0946 for more information.**

Social media is an increasingly vital part of how we as a society communicate, and that's especially true in times of heightened awareness. Rumors quickly spread in the absence of reliable, verified information.

The University Status website contains information on operating statuses at Virginia Tech campuses. Please refer to this page for general and contact information: vt.edu/status

College communicators who receive questions during emergencies or other incidents should refer them to the Senior Associate Vice President for University Relations, Assistant Vice President of University Relations, or Media Relations Director, as appropriate.

THREATS RECEIVED VIA SOCIAL MEDIA

If you become aware of a potential threat via your role as a social media administrator, report it immediately.

If the nature of the threat is an emergency, call 911. You can also refer a situation of concern to the university Threat Assessment Team at ThreatAssessment@vt.edu or to Virginia Tech Police at 540-231-6411. Additionally, please inform Susan Gill at 540-231-0946 after you have notified emergency personnel.

Website: threatassessment.vt.edu

Include as much information as possible, including the username of the individual involved, a screenshot of the message, who or what is involved, when the message was received, and other pertinent information.



Official messages during emergencies and other incidents will come from the following social media accounts:

VIRGINIA TECH

Twitter: twitter.com/virginia_tech
Facebook: facebook.com/virginiatech

VT ALERTS

Twitter: twitter.com/vtalerts

VIRGINIA TECH POLICE

Twitter: twitter.com/vatechpolice
Facebook: facebook.com/VirginiaTechPolice

VIRGINIA TECH OFFICE OF EMERGENCY MANAGEMENT

Twitter: twitter.com/behokieready
Facebook: facebook.com/BeHokieReady