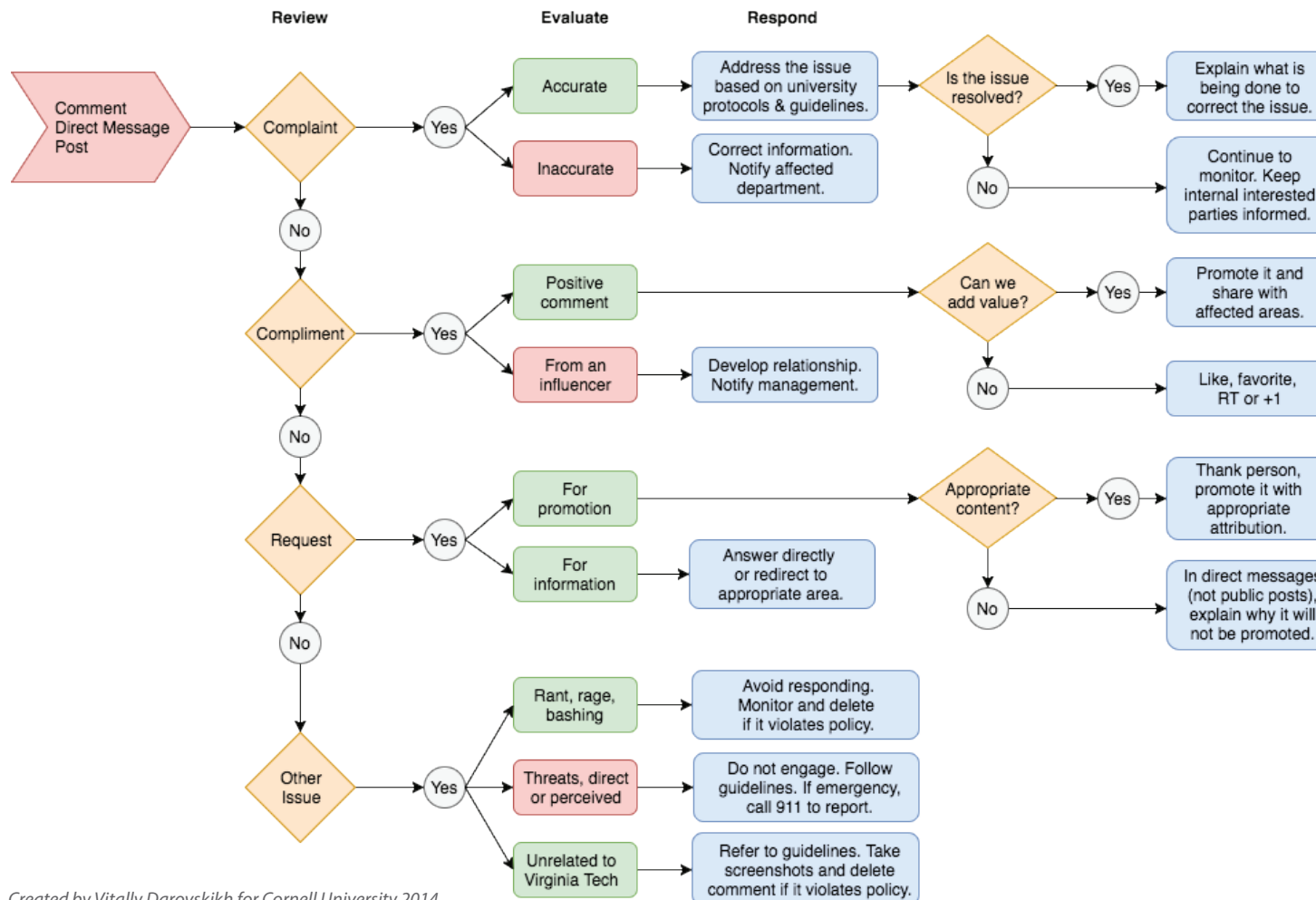


Monitoring social media is critical to online reputation management. This social media decision tree should be used by administrators of university-affiliated accounts and will help you make the right choice when you are engaging online as a representative of Virginia Tech.



Created by Vitally Darovskikh for Cornell University 2014.
Adapted by Susan Gill for Virginia Tech 2017

BEST PRACTICES

Always:

- Expect anything, private or public, to be shared
- Disclose your connection to Virginia Tech
- Respond in a tone that positively reflects Virginia Tech's values
- Direct Users to the most relevant portions of vt.edu
- Notify socialmedia-g@vt.edu if uncertainty arises
- Respond in a timely fashion
- Consider amplifying message if appropriate
- Give the user an option to engage privately, if necessary

All comments are subject to social media platforms' terms of use and code of conduct. Virginia Tech reserves the right to remove any inappropriate comments. We do not permit messages selling products or promoting commercial, political, or other ventures.