



SOCIAL MEDIA
BEST PRACTICES:

BUSINESS VS.
PERSONAL USE

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AUGUST 22, 2019



REVIEW VT SOCIAL MEDIA POLICY & WEBSITE

vt.edu/social-media

Why do we have a policy? *Policy No. 1030:* policies.vt.edu/social-media-policy2.pdf

- To support social media with the preservation and protection of Virginia Tech's brand identity, integrity, and reputation, allowing University Relations to shut down non-compliant accounts more readily.
- To ensure compliance with VT policies, applicable state and federal laws and regulations, and the Virginia Tech Principles of Community, among all social managers across campus.

Why do we have a website? vt.edu/social-media

- To offer social media support and guidance and maintain consistent and aligned external, digital communications to a wide audience from Virginia Tech.

What's in the website?

- Overview of best practices covered here, with relevant resources and step-by-step instructions and downloadable guides, and access to the campus-wide social media managers Google Group for on-going discussions and sharing of knowledge about social and emerging technologies.
- University master brand and style requirements, including downloadable visual asset templates.

General Best Practices

HASHTAG USE AND TAGGING

Hashtags















- Fit within your post narrative when possible and tag at the end of a post, if you must.
- Use to amplify posts, tap into conversations and/or aggregate groups of posts to look back to later.
- Avoid excessive use and do your research.
- Capitalize each word to prevent confusion.
- Hashtag #Hokies and #VirginiaTech but be cautious when tagging on other words/creating new “brand” hashtags.















Tagging

- Fit within your post narrative when possible and tag at the end of a post in a “cc” manner, if you must.
- Use to amplify accounts, when applicable.
- Avoid excessive use.
- Verify and double-check the account you’re tagging in to see if it’s correct or if an account exists.

HASHTAGS: BRAND HASHTAGS

Know our main brand hashtags and their intended use. Don't deviate too much or alter them.

Hashtag	Twitter	Instagram	When to use
#VirginiaTech			
#UtProsim			
#Hokies			
#HokieLove			Typically for Valentine's Day and annual fundraising efforts
#HokieGrad			Commencement
#HokieFacts			History, statistics
#WhyVT			Promotional marketing

Hashtag	Twitter	Instagram	When to use
#VT4L			Alumni
#VTFirstDays			Beginning of freshman year
#HokiePets			
#HokieBaby			
#HokieNation			Athletics
#TravelingHokies			Alumni travel
#HokiesAbroad			Study abroad

HASHTAGS

DO



Wow, so many #HokieBaby doctors 🧑‍⚕️ heading out into the world after the 2018 @VTGradCommunity #HokieGrad ceremony.



No matter how you say "I love #VirginiaTech," just know that we ❤️ you right back! 🌍 We welcome our #VT22 international students and can't wait to have you in #HokieNation!



DON'T

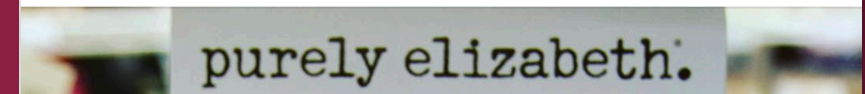
We #HokieLove graduation. Congratulations and #bestofluck. #Gonna #Be #A #Great #Day at #Virginia #Tech. #Blessed



Eats Natural Foods

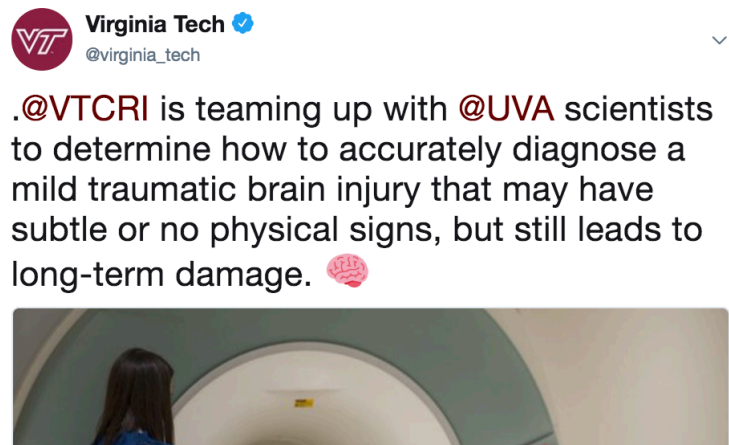
July 26 at 10:50 PM · 🌐

If you're looking for a new bar, consider this one, new at EATS! Coconut cashew. Certified vegan, gluten-free, and non-gmo. #eatsnaturalfoods #blacksburg #virginiatech #welcometoblacksburg #eatsnaturalfoods #nrv #swva #swvafood



TAGGING OTHER ACCOUNTS

DO



DON'T

Check out our alum! @VTMattWins
@MPC0407 @VTBlackCaucus @bburglat
@inclusiveVT @deseriacb @AKAHokie
@VT_BGSO @TyrodTaylor @Vtblackalumni
@NikkiGiovanniii

CONTENT CREATION: COPYWRITING

Don't just pull the headlines of stories to use as your post copy.

DO



Virginia Tech @virginia_tech · Jun 4

Converting carbon dioxide into green, sustainable energy? ☀️♻️ Doing what plants do, but in a beaker? 🌱🔬

"Sure, why not?" — @VT_Science researchers



Amanda Morris' chemistry lab mimicking how plants energize in bid t...

Morris and her student researchers are trying to mimic the ways plants use sunlight to convert carbon dioxide to storable food.

vtnews.vt.edu

DON'T



VT Chemistry
@VTChemDept

Follow

Prof. Amanda Morris' chemistry lab mimicking how plants energize in bid to create clean, sustainable energy



Amanda Morris' chemistry lab mimicking how plants energ...

Morris and her student researchers are trying to mimic the ways plants use sunlight to convert carbon dioxide to storable food.

vtnews.vt.edu

「SOCIAL MEDIA POLICY AND BEST PRACTICES

- “The university authorizes the creation and use of university social media accounts, provided their use is professional, protects the reputation and brand of the university, aligns with university priorities, and complies with other Virginia Tech policies and applicable state and federal laws and regulations, and is guided by the Virginia Tech Principles of Community.”
- Policy Section 2.2.4 — Business and Personal Use of Social Media



HOUSE RULES FOR PROFESSIONAL ACCOUNTS

Have commenting guidelines visible on your Facebook business page, and you can also point users to vt.edu/social-media

About our page



VIRGINIA TECH · FRIDAY, DECEMBER 15, 2017 ·

Virginia Tech welcomes your comments on our Facebook page and encourages interaction among Hokies around the world. We ask that you use the Virginia Tech Principles of Community (<http://inclusive.vt.edu/vtpoco.html>) as guidance in your posts and remain true to the spirit of Ut Prosim (That I May Serve).

We review all comments made. Comments may be removed if they are off-topic, defamatory, an unauthorized commercial solicitation, or an attack, or if they contain illegal suggestions or use foul language. We reserve the right to terminate access to the page by repeat offenders.

Please email us at socialmedia-g@vt.edu with any concerns about the content on this site. Comments made to this page are the opinions of the authors, not of the university.

ROLES, RESPONSIBILITIES, & EXPECTATIONS

Ask yourself: “Is my personal page really more of a business/university-affiliated account?”

By having a social media account that indicates you work at or attend Virginia Tech, or if you run an account for your unit, you may be perceived as being a spokesperson for Virginia Tech. It is essential that you do not speak for Virginia Tech, the institution, but that you represent your unit or role at the university accurately. To mitigate any potential issues, be mindful of the following:

- Keep personal accounts separate from your role at Virginia Tech when possible. If there is overlap, ensure your personal views are not viewed as official Commonwealth of Virginia communications. (You may include a disclaimer in your About section, but users still have a hard time separating the two.)
- Stick to your area of professional expertise.
- Double-check that what you’re posting is accurate. When in doubt, don’t post or ask for help.
- Questions/comments that are related to a news story or press release should be referred to [@vtnews](https://twitter.com/vtnews) on Twitter and/or the Media Relations Director of University Relations: vtnews.vt.edu/contact



BEFORE WE GET TO THE GOOD STUFF



WE SHOULD
PROBABLY
CLARIFY THAT
**WE ARE NOT
LAWYERS**



Why does your personal social media activity matter?

- Is sometimes the first impression of you for employers, potential partners, etc.
- You can't take it back — the internet is forever
- Nothing is private
- Anonymity can be skirted
- Improper use can cause you to miss out on opportunities without you ever knowing
- Proper use can help your future endeavors

Congress OF THE United States,

begun and held at the City of New-York, on
Wednesday the fourth of March, one thousand seven hundred and eighty nine.

「The First Amendment

The Bill of Rights of
the United States of
America, 1791

Congress shall make no law respecting an establishment of religion, or prohibiting the free exercise thereof; or abridging the freedom of speech, or of the press; or the right of the people peaceably to assemble, and to petition the government for a redress of grievances.

Congress OF THE United States,

begun and held at the City of New-York, on
Wednesday the fourth of March, one thousand seven hundred and eighty nine.

Why does
this matter?

Freedom of Speech is the right of
people to express their opinions
publicly without governmental
interference, with notable exceptions.

Congress OF THE United States,

begun and held at the City of New-York, on

Freedom of speech includes the right:

- Not to speak (specifically, the right not to salute the flag). *West Virginia Board of Education v. Barnette*, 319 U.S. 624 (1943).
- Of students to wear black armbands to school to protest a war ("Students do not shed their constitutional rights at the schoolhouse gate."). *Tinker v. Des Moines*, 393 U.S. 503 (1969).
- To use certain offensive words and phrases to convey political messages. *Cohen v. California*, 403 U.S. 15 (1971).
- To engage in symbolic speech, (e.g., burning the flag in protest). *Texas v. Johnson*, 491 U.S. 397 (1989); *United States v. Eichman*, 496 U.S. 310 (1990).

Congress of the United States,

begin and held at the City of New-York, on

Freedom of speech does not include the right:

- To incite actions that would harm others (e.g., “[S]hout[ing] ‘fire’ in a crowded theater.”). *Schenck v. United States*, 249 U.S. 47 (1919).
- To make or distribute obscene materials. *Roth v. United States*, 354 U.S. 476 (1957).
- To burn draft cards as an anti-war protest. *United States v. O’Brien*, 391 U.S. 367 (1968).
- To permit students to print articles in a school newspaper over the objections of the school administration. *Hazelwood School District v. Kuhlmeier*, 484 U.S. 260 (1988).
- Of students to make an obscene speech at a school-sponsored event. *Bethel School District #43 v. Fraser*, 478 U.S. 675 (1986).
- Of students to advocate illegal drug use at a school-sponsored event. *Morse v. Frederick*, U.S. (2007).

Congress OF THE United States,

begun and held at the City of New-York, on
Wednesday the fourth of March, one thousand seven hundred and eighty nine.

「The First Amendment

So, I can pretty
much say what
I want, right?

Um...sorta

Just because you can say what you want
(with notable exceptions) and not be
arrested by the government, it doesn't
save you from real-life consequences.

Congress OF THE United States,

begun and held at the City of New York on

What does this mean?

The First Amendment does not protect you from:

- Criticism
- Shame/mockery
- Loss of privacy/anonymity
- Professional and academic consequences

The laws protecting the free speech of private employees vary from state to state, aside from specifically protected speech like labor organizing.

└ It's complicated

ACADEMIC FREEDOM
vs.
FREE SPEECH

PUBLIC
vs.
PRIVATE UNIVERSITIES



A young man with short brown hair and a light beard is sitting at a dark wooden table in a cafe or office setting. He is wearing a white t-shirt with a blue and red graphic. He is looking at a laptop screen, which is partially visible. The background features a red brick wall and a window with a view of a street. A small plant is on the table to the left. The text "CASE STUDIES" is overlaid in the center of the image.

CASE STUDIES

「“Can this get me fired?”

#HasJustineLandedYet

February 2015

NYT: How One Stupid Tweet Ruined Justine Sacco's Life

As she made the long journey from New York to South Africa, to visit family during the holidays in 2013, PR professional Justine Sacco, 30 years old and the senior director of corporate communications at IAC, began tweeting acerbic little jokes about the indignities of travel.

By the time Sacco had touched down, tens of thousands of angry tweets had been sent in response to her joke.



You can't say that

#FireKenStorey

The University of Tampa:
August 2017



Ken Storey
@klstorey

I dont believe in instant Karma but this kinda feels like it for Texas. Hopefully this will help them realize the GOP doesnt care about them

1:32 PM · 27 Aug 17 from Winter Park, FL

2 Retweets 3 Likes

University fires adjunct professor for tweets

UT's faculty handbook follows guidelines from the American Association of University Professors (AAUP), which state that "[professors] should be free from institutional censorship or discipline" when speaking in their capacities as independent individuals. A school should only discipline a professor, AAUP says, "if [there are] grave doubts concerning the teacher's fitness" to teach.

The university asserted in a separate statement to *ABC News* that Storey's comments were not representative of its views, since he did not make them in his capacity as a faculty member. Yet on Aug. 29, 2017, UT announced it had fired the adjunct professor, writing, "We condemn the comments and the sentiment behind them, and understand the pain this irresponsible act has caused. Storey has been relieved of his duties at UT."

Ken Storey @klstorey · 18h

I deeply regret a statement I posted yesterday. I never meant to wish ill will upon any group. I hope all affected by Harvey recover quickly

2.5K 45 96



University of Tampa
@UofTampa



The University of Tampa stands in solidarity with those impacted by Hurricane Harvey. Any comments to the contrary are not shared by UT.

322 2:35 PM - Aug 28, 2017



Employers care about your social media etiquette

August 2018

Tweet costs user her NASA internship, after a crude interaction with Member of the National Space Council



Tuesday, August 21, 2018

Social Media

Recently, it was called to my attention on Twitter that someone was being hired by NASA and that they were using the F-word in a tweet about it.

I'm a Vietnam vet and not at all offended by the F-word. However, when I saw NASA and the word used together, it occurred to me that this young person might get in trouble if NASA saw it so I tweeted to her one word: "Language" and intended to leave it at that.

Soon, her friends took umbrage and said a lot of unkind things but long after I was gone as I immediately deleted my comments and blocked all concerned.

Later, I learned she had lost her offer for an internship with NASA. This I had nothing to do with nor could I since I do not hire and fire at the agency or have any say on employment whatsoever. As it turned out, it was due to the NASA hashtag her friends used that called the agency's attention to it long after my comments were gone.

She reached out to me with an unnecessary apology which I heartily accepted and returned with my own. After talking to her, I am certain she deserves a position in the aerospace industry and I'm doing all I can to secure her one that will be better than she lost. I have also talked to the folks that had to do with her internship and made absolutely certain that there will be no black mark on her record.

-- Homer Hickam

What happens in the classroom does not stay in the classroom

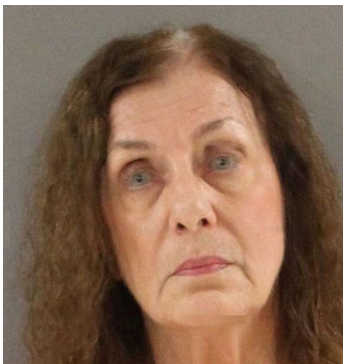
University of Tennessee:
March 2019

A former UT sociology professor was fired for Facebook group comments in response to a student disagreeing with her research. Shortly after, the professor was arrested and charged with assault after confronting her former student in a supermarket.



Kayla Renee Parker [Follow](#)
The writings of a queer, Black, and fed up feminist.
Jun 6 · 9 min read

Beware of Wolves in Sheep's Clothing: The Tale of A Progressive Professor Who Forgot To Hide Her Racism And Got Her REDACTED Fired



Judy C Morelock

Posting her name would be a violation of her right to privacy. Apparently I have no such right. She has the right of free speech to criticize and eviscerate me in any way she wishes. After she is no longer my student, the university rules no longer apply, and I have a long memory and don't forgive malevolent attempts to harm me.



Judy C Morelock

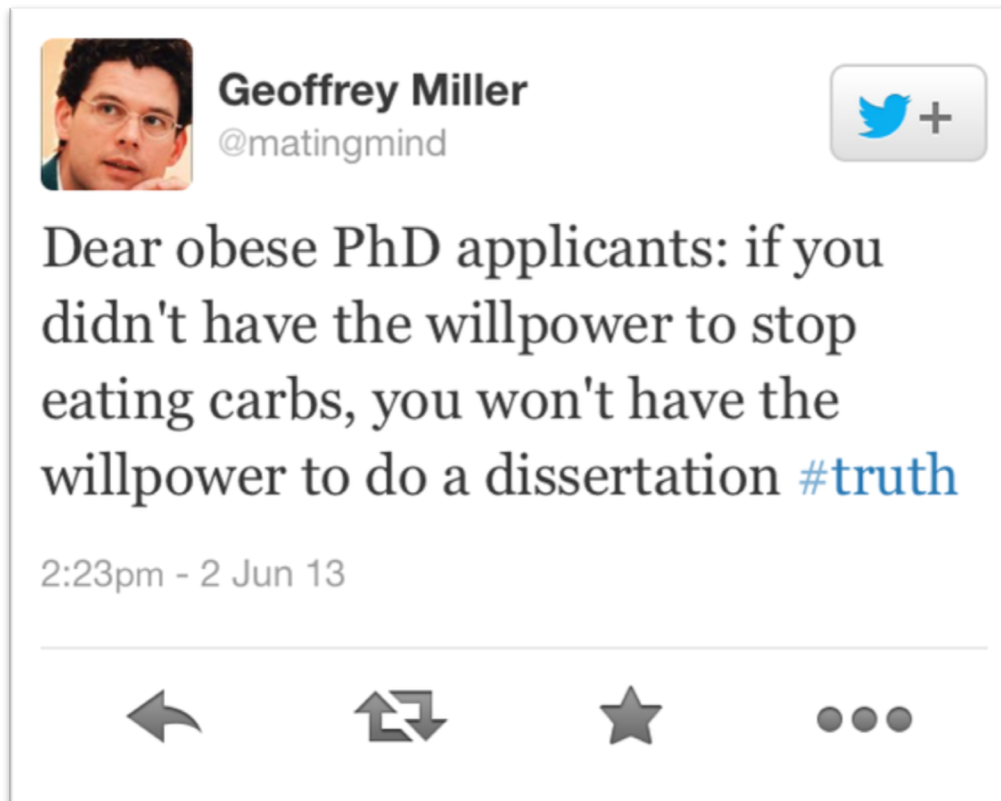
After the semester is over and she's no longer my student, I will post her name, her picture, and her bio on Facebook, Twitter, Instagram, and LinkedIn. Count on it. For now, I'm bound by university rules that grant her more latitude in freedom of speech than I have. After she graduates and I retire, all bets are off.

「
“But I’m tenured”

“This is research”

University of New Mexico:
June 2013

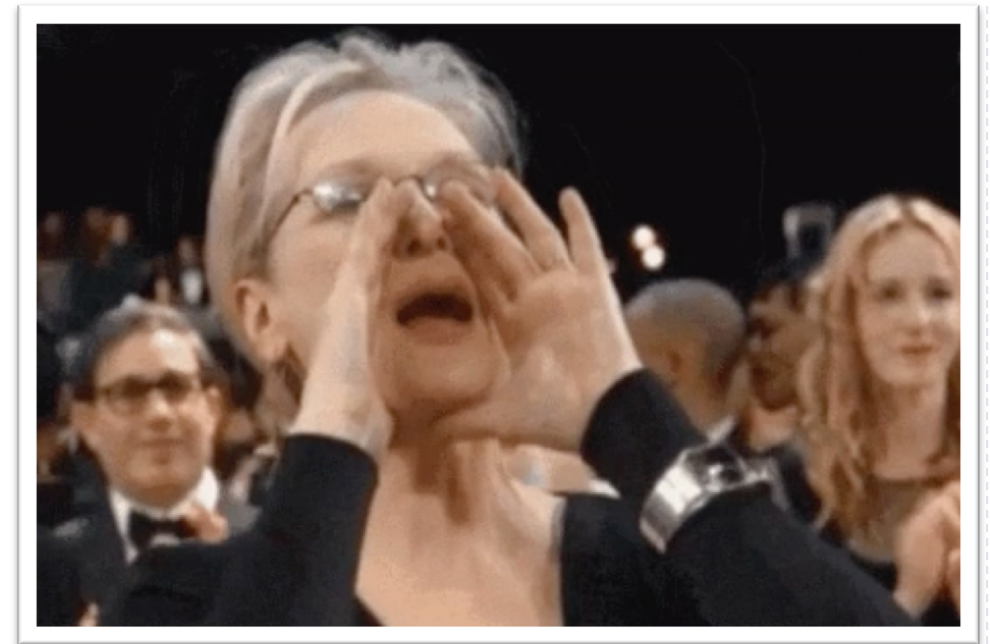
A psychology professor causes angry Internet uproar after sending out fat-shaming Twitter post that he claims was for “research purposes.”



Free speech ≠ free from consequences

As a result, this UNM professor:

- Had to work with the faculty co-advisers of the psychology department's diversity organization to develop a plan for sensitivity training on obesity (for himself to undergo).
- Was assigned a faculty mentor for three years to meet with on a regular basis to discuss potential problems.
- Had his work monitored by the chair of the department.
- Issued an apology to the department and his colleagues for his behavior.
- Could not serve on any committee involving the admission of graduate students to the psychology department for the duration of his time at the university.



That's protected

Fresno State University:
April 2018



Randa Jarrar ✓
@randajarrar

Barbara Bush was a generous and smart and amazing racist who, along with her husband, raised a war criminal. F outta here with your nice words.

4/17/18, 5:27 PM

121 Retweets 371 Likes



H L Wegley
@hlwegley

#FresnoStateUniversity President Joseph Castro calls professor Randa Jarrar's remarks "insensitive, inappropriate and an embarrassment to the university." But that's the end of it. Evidently, #Jarrar was right in her tweet? She will never be fired.



Randa Jarrar ✓
@randajarrar

sweetie i work as a tenured professor. I make 100K a year doing that. i will never be fired. i will always have people wanting to hear what i have to say. even you are one of them! <3 [twitter.com/July041776/sta...](https://twitter.com/July041776/status/924177617761776177)

9:33 PM - Apr 17, 2018

51 279 people are talking about this

"Her comments, although disgraceful, are protected free speech under the First Amendment of the U.S. Constitution. Additionally, although Professor Jarrar used tenure to defend her behavior, this private action is an issue of free speech and not related to her job or tenure. Therefore, the university does not have justification to support taking any disciplinary action."

Free speech ≠ free from consequences

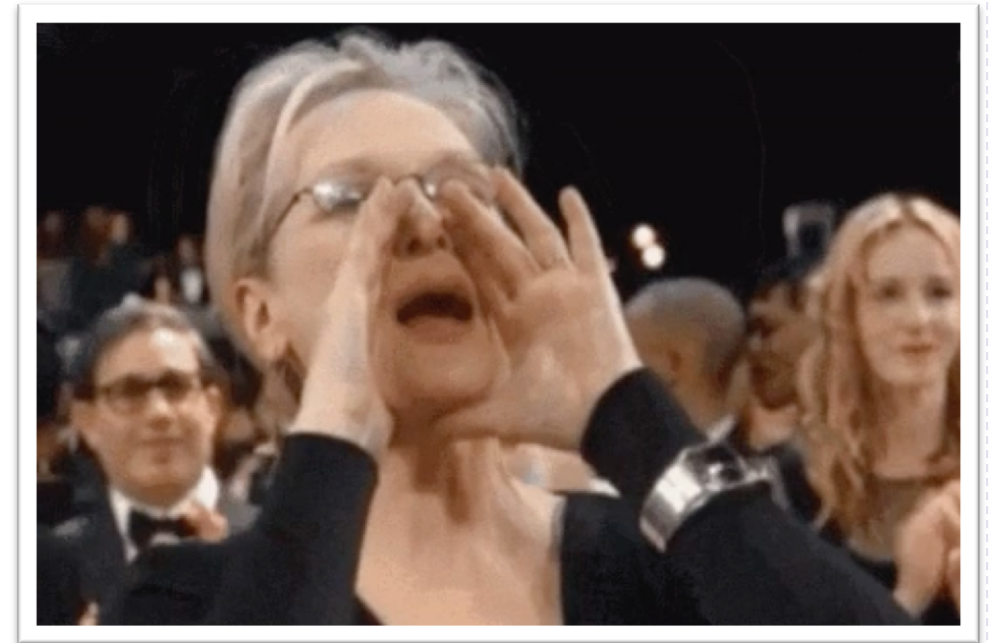
Fresno State president Castro wants donors to know that tweets do not define the university

BY [ALEKSANDRA APPLETON](#) 📧 APRIL 19, 2018 05:34 PM

As a result, this Fresno State professor:

- Lost respect from the university
- Took a Twitter hiatus and made her account private

Fresno State president wrote in a statement: “Jarrar's conduct was ‘insensitive, inappropriate, and an embarrassment to the university.’”



「
“But I work here”

Keep politics out of it

NC State:
August 2019

Vice Chancellor resigns after complaints from conservative groups about his comments on social media



Mike Mullen
@NCSU_MikeMullen

Yet another indication of the lack of ethical values inherent in Trump supporters. She trusts a president who does not tell the truth. Wow.

Clyde Haberman @ClydeHaberman

Speaks for itself. Wyoming woman interviewed about Trump by @nytimes at a rally of his: "I can't really say that anything he says is true, but I trust him."

11/6/18, 7:14 AM

Mike Mullen, PhD '87
@NCSU_MikeMullen

Follow

Yesterday I tweeted a message that has, rightfully, resulted in many pushing back. I believe my track record on respect for others speaks for itself, but unfortunately, I did not live up to that record yesterday.

6:00 AM - 10 Nov 2018

7 Likes



3



7

Mike Mullen, PhD '87 @NCSU_MikeMullen · 10 Nov 2018

I will continue to advocate for equity, and I sincerely apologize to those I have offended.

6



12



Students For Trump ✓
@TrumpStudents

.@NCState's very own Vice Chancellor Mike Mullen (@NCSU_MikeMullen) has been calling Trump supporters and the GOP a bunch of Nazis, KKK members, and much more.

What say you, @NCState?



Mike Mullen
@NCSU_MikeMullen

Replying to @charliekirk11

But, now the GOP is the party of the NRA, neo-Nazis, the KKK, and all manner of Alt-right crazies. You have betrayed your history.



Mike Mullen
@NCSU_MikeMullen

Let's use Executive Order to nullify the 2nd. Get guns off the streets. Period. Heck Lindsey, lets just throw the Constitution out and impose a dictatorship.



Mike Mullen
@NCSU_MikeMullen

Yet another indication of the lack of ethical values inherent in Trump supporters. She trusts a president who does not tell the truth. Wow.



Mike Mullen @NCSU_MikeMullen · 1m
No southern accents involved. No apology offered.

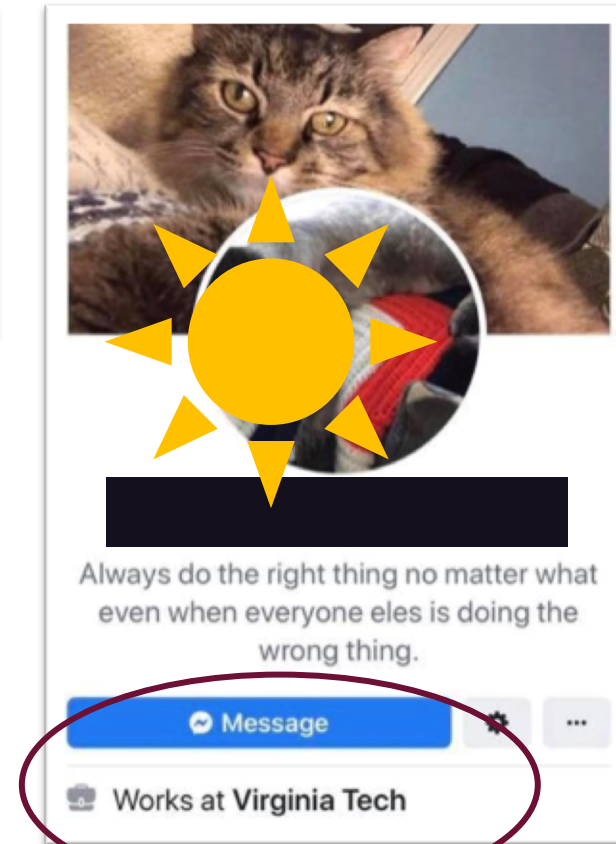
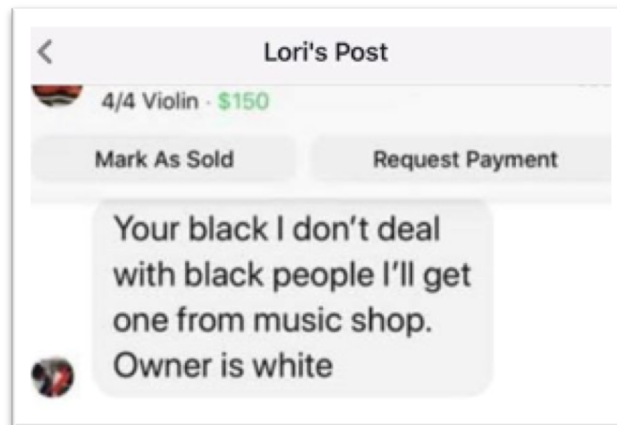
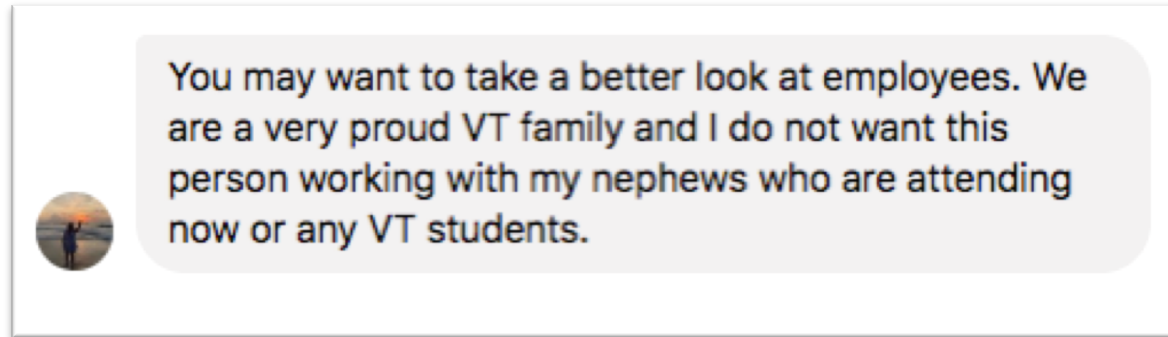


1:07 PM · Aug 15, 2019 · Twitter for iPhone

133 Retweets 257 Likes

Your private conversations aren't private

Virginia Tech:
August 2019



All roads lead to social

University of Houston:
January 2018

Professor's email at U of Houston about body odor, referencing some cultures, raises concerns about how to broach this delicate topic, if at all.

"Please take shower every morning. If you have a quiz or test, please do not skip taking daily shower. Most Americans shower twice daily once in the morning and once before going to bed.

"Please use deodorant/antiperspirant or light perfume after taking shower.

"Please change your shirt on daily basis.

"If you do eat spicy/garlicky food, please use mouth wash.



Dr. Not Your T*oken @tjjourian · Jan 21

Wow, the level of utter ignorance & ethnocentrism in this email...

Email to students at U of **Houston** about **body odor** raises concerns about how to broach this delicate topic, if at all [ihenow.com/2FPU9dl](https://www.ihenow.com/2FPU9dl)
[#highered](#) [#racism](#) [#ethnocentrism](#) [#leadership](#)



Email to students at U of Houston about body odor raises concerns...
Professor's email at U of Houston about body odor, referencing some cultures, raises concerns about how to broach this delicate ...
[insidehighered.com](https://www.insidehighered.com)



1



2



You can't do that

Hello, I am a cannabis researcher at Virginia Tech. I have CBD Honey Sticks 🍯 for sale! Great for migraines, muscle relaxation, stress, anxiety, and will leave you hangover free after a crazy night. Just organic honey & 13% CBD extract from hemp (10mg/ml) Sale price: \$2 each 🙄



10:04 AM - 4 Jun 2018

You may be entrepreneurial, but before putting something out on social media, consider if your activities are:

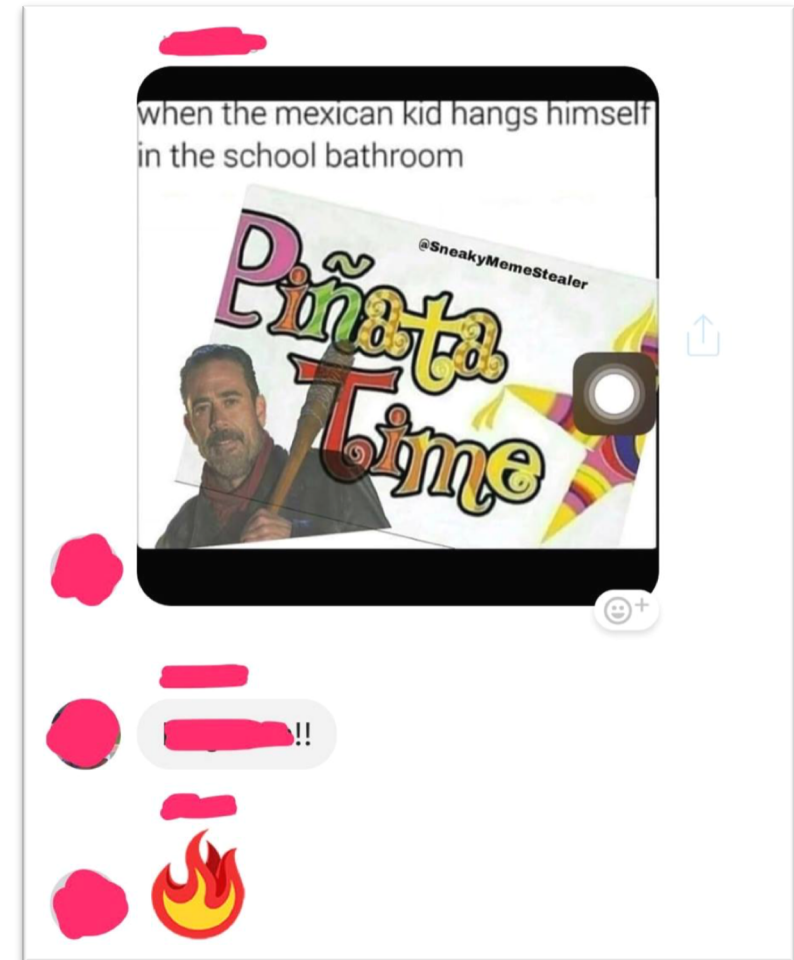
- Legal on campus
- In violation of research grant parameters
- Endangering the reputation of your college and associated faculty members

「
“But I’m a student”

Mememes are no joke

NPR: Harvard Rescinds Admission Of 10 Students Over Obscene Facebook Messages

Students traded sexually explicit mememes and messages that sometimes targeted minority groups in a private Facebook group chat, in an effort to “gain access” to a more popular meme group.



No takebacks

Harvard University:
June 2019

Parkland shooting survivor's Harvard acceptance is rescinded after previous tweets including racial slurs resurface.



Kyle Kashuv ✓
@KyleKashuv

1/ THREAD: Harvard rescinded my acceptance.

Three months after being admitted to Harvard Class of 2023, Harvard has decided to rescind my admission over texts and comments made nearly two years ago, months prior to the shooting.

I have some thoughts. Here's what happened.

9:00 AM · Jun 17, 2019 · [Twitter for iPhone](#)

9K Retweets 26.7K Likes



Kyle Kashuv ✓ @KyleKashuv · Jun 17

10/ Harvard deciding that someone can't grow, especially after a life-altering event like the shooting, is deeply concerning. If any institution should understand growth, it's Harvard, which is looked to as the pinnacle of higher education despite its checkered past.

1.6K 1.7K 12.9K



Kyle Kashuv ✓ @KyleKashuv · Jun 17

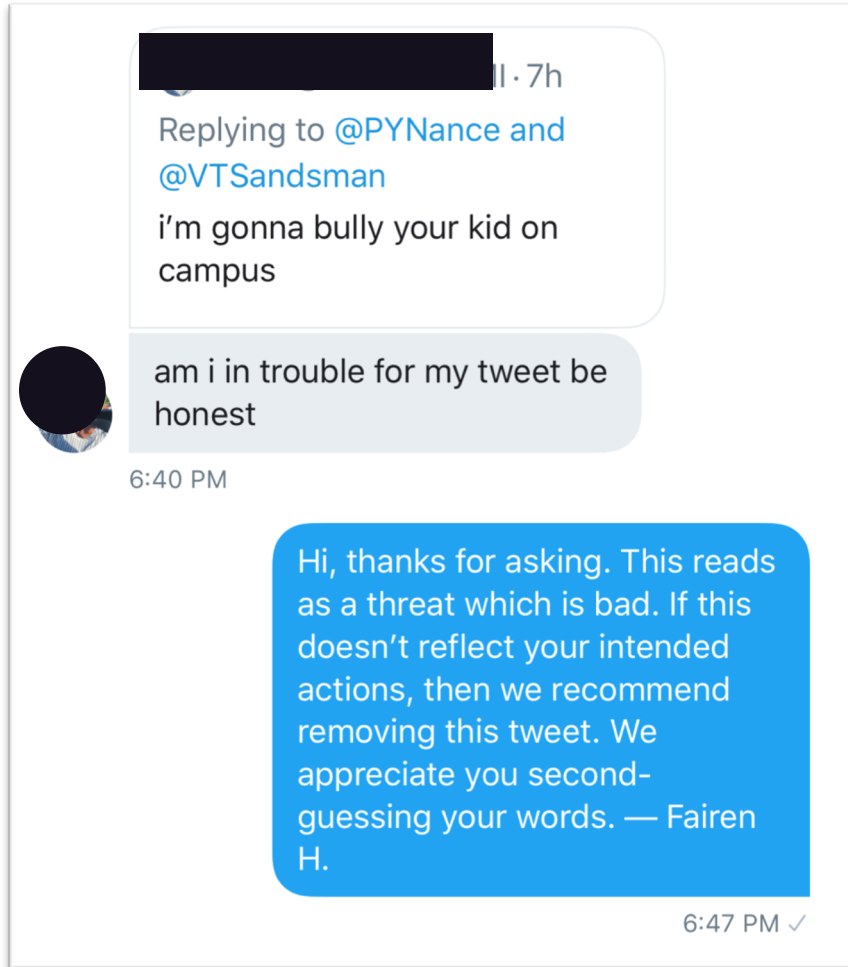
11/ Throughout its history, Harvard's faculty has included slave owners, segregationists, bigots and antisemites. If Harvard is suggesting that growth isn't possible and that our past defines our future, then Harvard is an inherently racist institution.

But I don't believe that.

1.5K 2.7K 17.8K

Think before you post

Virginia Tech: August 2019



A screenshot of a Twitter thread. The top tweet is from a user whose name is redacted with a black box, posted 11 hours ago. It says "Replying to @PYNance and @VTSandsman" and "i'm gonna bully your kid on campus". Below it is a reply from a user with a black profile picture asking "am i in trouble for my tweet be honest" at 6:40 PM. A blue response bubble from Fairen H. says: "Hi, thanks for asking. This reads as a threat which is bad. If this doesn't reflect your intended actions, then we recommend removing this tweet. We appreciate you second-guessing your words. — Fairen H." at 6:47 PM.

11 · 7h

Replying to @PYNance and @VTSandsman

i'm gonna bully your kid on campus

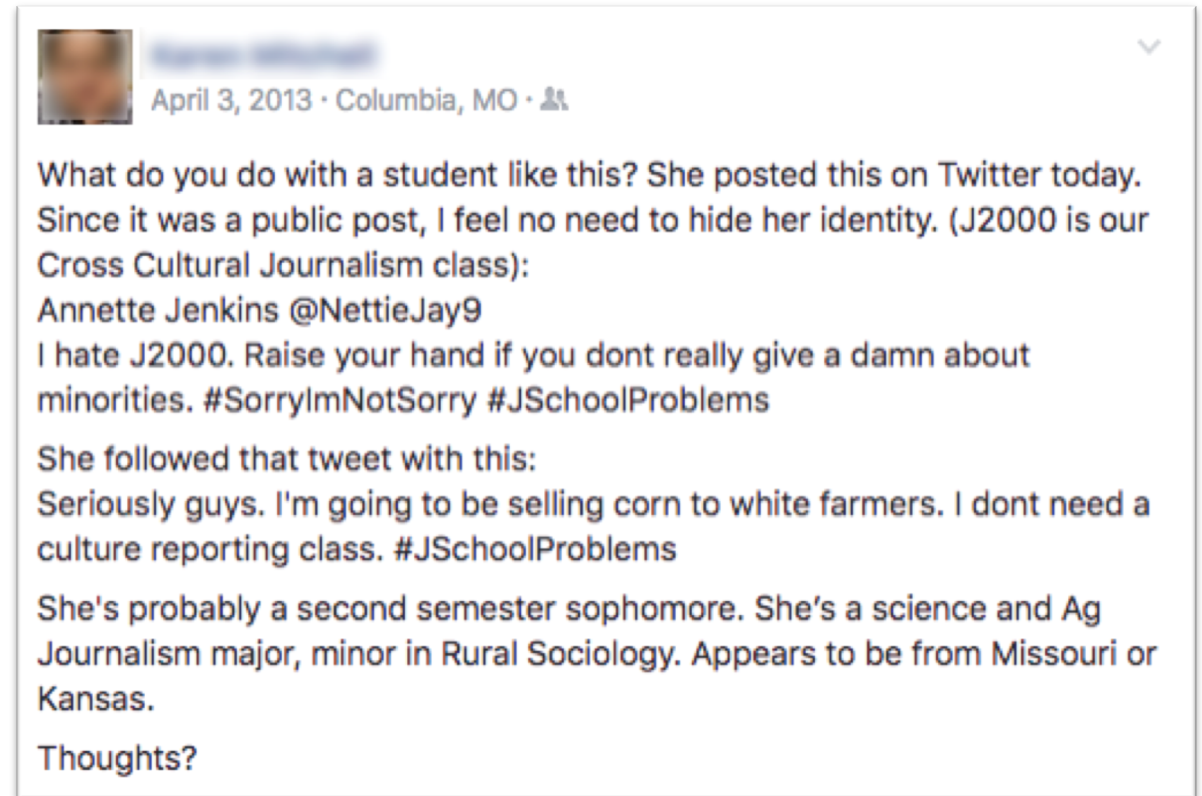
am i in trouble for my tweet be honest

6:40 PM

Hi, thanks for asking. This reads as a threat which is bad. If this doesn't reflect your intended actions, then we recommend removing this tweet. We appreciate you second-guessing your words. — Fairen H.

6:47 PM ✓

University of Missouri: April 2013



A screenshot of a tweet from a user whose name is redacted, dated April 3, 2013, from Columbia, MO. The tweet discusses a student's public post on Twitter and mentions a class called "Cross Cultural Journalism class". It identifies the student as Annette Jenkins @NettieJay9 and expresses a dislike for J2000. It includes the hashtags #SorryImNotSorry and #JSchoolProblems. The tweet continues with a follow-up message and more details about the student's background.

April 3, 2013 · Columbia, MO · 1

What do you do with a student like this? She posted this on Twitter today. Since it was a public post, I feel no need to hide her identity. (J2000 is our Cross Cultural Journalism class):

Annette Jenkins @NettieJay9

I hate J2000. Raise your hand if you dont really give a damn about minorities. #SorryImNotSorry #JSchoolProblems

She followed that tweet with this:

Seriously guys. I'm going to be selling corn to white farmers. I dont need a culture reporting class. #JSchoolProblems

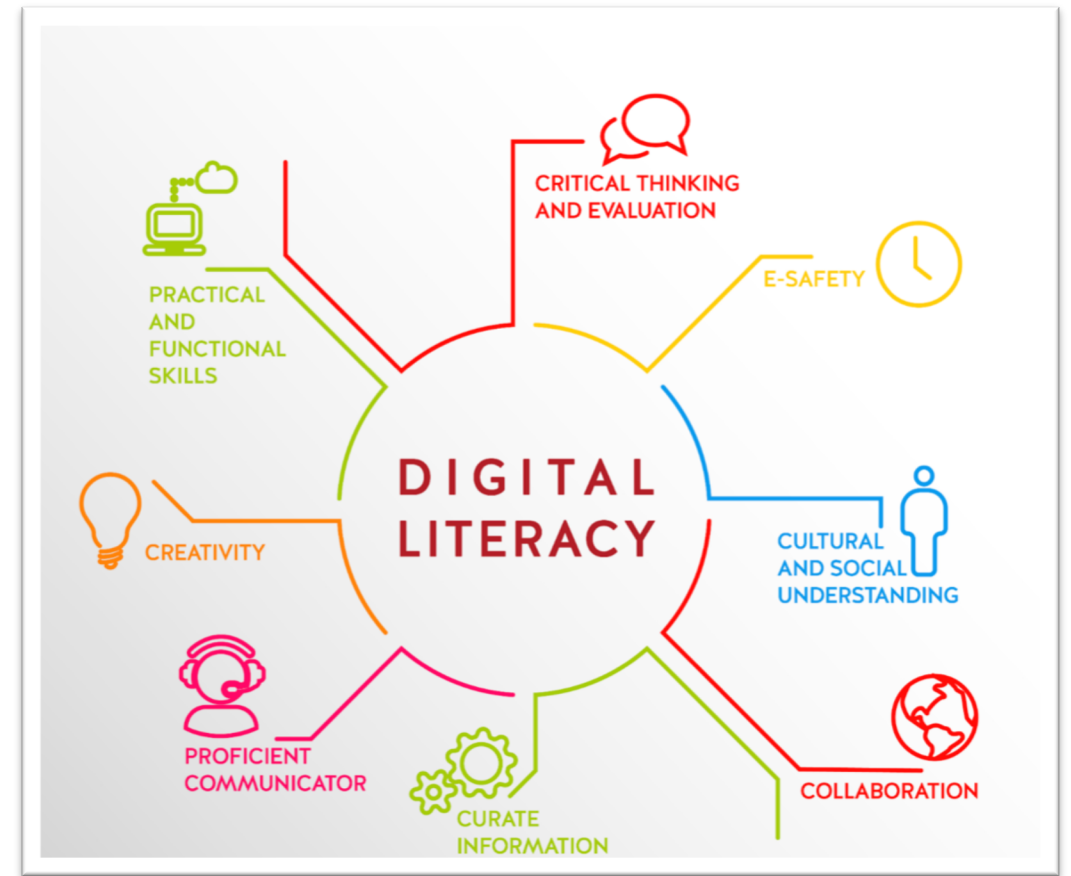
She's probably a second semester sophomore. She's a science and Ag Journalism major, minor in Rural Sociology. Appears to be from Missouri or Kansas.

Thoughts?

┌
How to be a good online
citizen and protect your future

BE DIGITALLY LITERATE

Digital literacy is “the ability to use information and communication technologies to find, evaluate, create, and communicate information, requiring both cognitive and technical skills,” as defined by the ALA.



POSITION YOURSELF FOR SUCCESS

- Put on a marketer's hat when writing something for public consumption.
- Keep your audiences tailored and narrow (i.e. utilize Facebook lists)
- Consider a private account or an account with a “no student zone” (protect your tweets and Instagram posts to ensure you know who's following you).
- Go through your social history and remove anything questionable.
- AND ALWAYS – think before you post.

BE RESPONSIBLE

- Do not speak as the university.
- Don't post anything that you wouldn't want future employers and other coworkers or supervisors to read.
- Be aware of internet safety, such as sharing personal information with others.
- Know how social media algorithms share your personal interests.
- Do not engage in cyberbullying, trolling, or other activities that may cause harm to others online.
- Regularly audit your online personas to see if they reflect who you are and make sure that they positively reflect you.
- Always refer to the VT handbook and university policies. Contact socialmedia-g@vt.edu if you have any VT social media questions.



PSA: #VT23 — We LOVE that you're excited about being #Hokies, but we really don't love people finding your personal info on the internet, so please block that out before posting a screenshot! 🙌 Ok, carry on celebrating now. 🎉



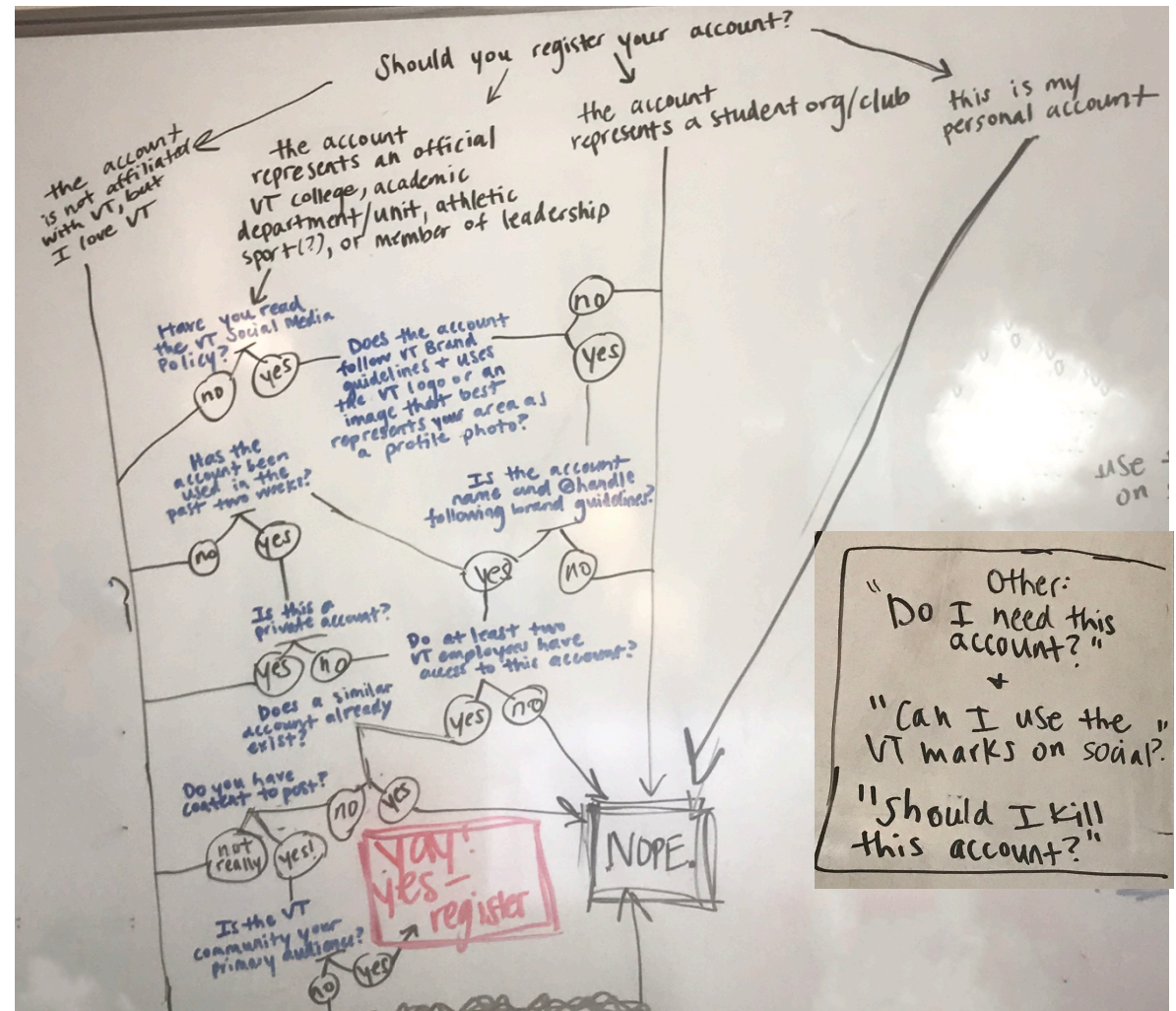
7:05 PM · Feb 22, 2019 · [Twitter Web Client](#)

[View Tweet activity](#)

12 Retweets 173 Likes

OR...JUST AVOID SOCIAL MEDIA ALTOGETHER

ASK YOURSELF:
“DO I NEED
REALLY NEED
THIS ACCOUNT?”



QUESTIONS?

SOCIALMEDIA-G@VT.EDU