Rock Valley College

Social Media – Affiliate Accounts

RVC Administrative Procedure (2:10.010)

Purpose

Rock Valley College has made strides to establish a strong social media presence. Over the years, the landscape of social media has changed dramatically (and continues to do so) along with the best practices and strategies surrounding social media.

The best practice in higher education is to consolidate college social media accounts in order to amplify and unify messaging. By leveraging the college's main social accounts, we can reach a much larger audience, while ensuring content follows best practices and other requirements.

In addition to our Official Accounts, there are specific Affiliate Accounts that may exist for truly unique niche audiences, warranting a separate social media presence.

All Affiliate Accounts must be created in coordination with RVC Communications & Marketing (C&M) to be associated with Rock Valley College. If you believe you have a need for an Affiliate Account, you must reach out to RVC Communications & Marketing to request an affiliate account, following the process outlined in this administrative procedure.

Definitions

Social Media includes websites and applications that enable users to create and share content or to participate in social networking. This includes, but is not limited to, social networking platforms (Facebook, Twitter, Instagram, LinkedIn, YouTube, TikTok, Google Business, Snapchat, etc.), microsites, blogs, podcasts, or any other site that allows for direct publication to the internet.

Affiliate Accounts are approved secondary accounts that may exist for truly unique niche audiences, warranting a separate social media presence. All Affiliate Accounts must be created in coordination with RVC Communications & Marketing (C&M) to be associated with Rock Valley College.

Procedure Outline

Affiliate Accounts are approved secondary accounts that may exist for truly unique niche audiences, warranting a separate social media presence. All Affiliate Accounts must be created in coordination with RVC Communications & Marketing (C&M) to be associated with Rock Valley College.

- RVC C&M must maintain administrator access to all Affiliate Accounts.

- Affiliate Account administrators are required to meet regularly with C&M for social media training on best practices, regulations, and accessibility guidelines, following RVC Social Media Guidelines.
- Inappropriate use of social media (such as inaccessible content, deleting comments, not posting regularly, etc.) will result in C&M taking over the account or deleting/unpublishing the account as necessary.

If you believe you have a need for an Affiliate Account, you must reach out to RVC C&M to request an Affiliate Account. The process includes:

1. Consultation with RVC C&M to discuss purpose.
2. Complete the **New Account Request Form** to identify your purpose, goals, target audience, and strategy.
3. Obtain Supervisor & Vice President support, with official signatures on the New Account Request Form.
4. C&M will determine if this is a viable solution, leveraging a decision rubric.
    A. If approved, C&M will create the appropriate account under the Rock Valley College umbrella. This will include administrator access for C&M as well as two administrators for the new account.
    B. If denied, C&M will follow up with an explanation, referencing the decision rubric/scorecard, and provide alternative solutions, such as leveraging our official social or other marketing strategies.

Please note: Student clubs or organizations interested in a social media presence must contact RVC Student Life and follow the current process/guidelines.

All existing accounts will need to follow this process to maintain their accounts.

College employees are prohibited from creating Rock Valley College social networking accounts without proper approval from RVC Communications & Marketing. Rock Valley College reserves the right to remove any social networking accounts created on behalf of Rock Valley College that were not approved by the college.

Reference: Board Report 6223
Implemented: July 7, 2025
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