Rock Valley College

Social Media – Official Accounts

RVC Administrative Procedure (2:10.010)

Purpose

Rock Valley College has made strides to establish a strong social media presence. The college's main social accounts support brand awareness, recruitment (new student enrollment), and retention efforts. In addition, the college's main social media accounts have been identified as an official avenue for important updates and emergency communications.

By leveraging the college's main social accounts, we can reach a much larger audience, while ensuring content follows best practices and other requirements.

This administrative procedure will identify the college's official social media and outline how to leverage these established channels for communications.

Definitions

Social Media includes websites and applications that enable users to create and share content or 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.

Official Accounts are the primary social media accounts that represent Rock Valley College. Currently, Rock Valley College has one official account on the following platforms: Facebook, Instagram, X (formerly Twitter), LinkedIn, TikTok, and YouTube. RVC also maintains Google Business listings for each location.

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.

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Procedure Outline

To leverage the College's official social media, email RVC Communications & Marketing at RVC-PublicRelations@RockValleyCollege.edu or use the marketing request form found on the employee intranet. In the request, include the information to be shared, including any links or photos that may accompany the desired content. College programs and departments may submit content plans for multiple requests. The Communications & Marketing team is available to collaborate on this work.

Rock Valley College Official Social Media Accounts:

- Facebook – facebook.com/rvcgoldeneagles
- Instagram – instagram.com/rockvalleycollege
- Threads – threads.net/@rockvalleycollege
- X (Formerly Twitter) – x.com/rvcgoldeneagles
- LinkedIn – linkedin.com/school/rockvalleycollege
- TikTok – tiktok.com/@rockvalleycollege
- YouTube – youtube.com/@rockvalleycollege
- BlueSky (handle secured) – bsky.app/profile/rockvalleycollege.bsky.social
- RVC also maintains Google Business listings for each location.

As additional social channels are developed, the Communications and Marketing team will work with the Vice President of Institutional Effectiveness and Communications to determine if official college accounts are necessary on the additional platforms.

All college employees, students, and community members are highly encouraged to connect and engage with RVC's official social media channels. By interacting and sharing content, stakeholders tap into their personal networks and help the College reach an even wider audience.

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
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