Rock Valley College

# RVC Sunsetting Social Media 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.

The following administrative procedure identifies which accounts are subject to being sunset and what criteria are used to make the decision to sunset.

### 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.

**Rogue Accounts** appear to be associated with Rock Valley College but were not created following the existing Social Media Procedure as the RVC Communications & Marketing team does not have appropriate administrative access to these accounts. As the Communications & Marketing team works to regain access, we will determine if the rogue account should be brought into compliance, reorganized (as an Official or Affiliate Account), or sunset.

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**Sunset** refers to the action of deactivating, unpublishing, or deleting an account. Depending on the social media platform, options will vary. Some platforms will automatically sunset accounts that have been inactive for one semester or more.

## Procedure Outline

Should there be "rogue" accounts associated with Rock Valley College created without following college procedures and guidelines, they may not comply with all federal and state requirements, and the RVC Communications & Marketing team will not have appropriate administrator access to them. As the Communications & Marketing team works to regain access, they will determine if the rogue account should be brought into compliance, reorganized (as an Official or Affiliate Account), or **sunset**.

Depending on the social media platform, it is possible to **sunset** accounts, often presented as an option to deactivate, unpublish, or delete. Some platforms do this automatically with inactive accounts.

**Criteria to Sunset an Existing Account**

The following are examples of indicators that an account should be sunset:

- Content Strategy – little to no effort in content strategy (i.e. only sharing posts from tertiary sites), low posting frequency, or no posts within three months
- Content Quality & Branding – content is usually not on brand or accessible
- Audience – unclear target audience or not unique from official following
- Audience Growth – account does not have an established following and/or does not see growth in followers over a year
- Engagements & Impressions – average audience engagement is less than 25% when comparing engagement/impressions to number of followers
- Account is set up incorrectly (ex: Facebook Profile rather than Facebook Page)

**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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