



Social Media

Policy Number: 516

Categorized: Information Technology

Procedure: 516P

Responsible Office: VP of Strategy, Research, and Workforce Innovation

Effective Date: 04/01/2017

Date Last Reviewed: 10/11/2024

1. Scope

This policy applies to all Northern Virginia Community College (NOVA) employees, including full and part-time staff, faculty, contractors, consultants, volunteers, interns, student hires, and students (collectively, “users”).

2. Policy Statement

The College recognizes the value of social media platforms for a range of business goals and must balance its support of social media with the preservation of NOVA’s brand identity, integrity, and reputation. Involvement by and collaboration across various College offices in social media will help grow the College’s brand, strengthen its audience’s connection to NOVA, and promote the successes of its students and faculty.

Northern Virginia Community College (NOVA) authorizes the creation and use of college social media accounts, provided their use is professional, protects the reputation and brand of the college, and complies with NOVA policies and applicable laws and regulations.

When NOVA communicates publicly as an institution, only those officially designated by NOVA have the authorization to speak on behalf of the College. Only messages posted on authorized NOVA web pages and social media profiles under the names NOVA Community College, Northern Virginia Community College or NOVA are official.

NOVA is committed to creating a community that encourages self-expression and has respect for the rights, dignity and property of others.

3. Authority

DHRM Policy 1.75 Use of Electronic Communications and Social Media