

# General Rules for Posting

All BSCC faculty, staff, and students should consider their messages, audiences, and goals. Keep information on social media platforms frequent and up-to-date. **Pages that are not being used regularly must be deactivated and removed.** Social media channels at Bevell State Community College must be continually updated and monitored. Accounts that have been inactive for more than one month may be subject to deactivation or deletion. Deactivation and deletion will be carried out by contacting and working with the department. Link back to content on Bevell State's website where possible. If you are unsure how to do this, please contact the Public Relations Department. Protect our institutional voice and reputation. Posts on social media platforms should support the College in a professional tone and with good taste. While online, faculty, staff, and students should always be mindful that they are representatives of the College.

Maintain confidentiality. Do not post confidential or proprietary information about BSCC, its students, or its employees. Internet postings should respect copyright, privacy, fair use, financial disclosure, and other applicable laws. Be discreet, respectful, and accurate. Verify facts before you post. Use proper spelling, punctuation and grammar. Poor grammar and spelling reflect negatively on you and the College. If you are unsure about the content of a post, see the "Style Guide" below, or contact a member of the PR Department for assistance.