

AppTV Guidelines for Individual Social Media Accounts

The following will serve as guidelines for individual social media accounts (“Accounts”) of programs administered by producers and producer-appointed administrators (“Administrators”).

Accounts are the property of AppTV and will never serve as personal accounts for Administrators, and Administrators will provide the Social Media Manager and General Manager with login credentials for all Accounts.

Accounts should not follow interns of AppTV or students of Appalachian State University, nor should Accounts “like” the posts of students or interns, including the posts from the personal accounts of Account Administrators. Account Administrators should refrain from using the Account to “like” the Account’s own posts.

All Accounts should only ever follow and share content related to the linked program, such as: national and local industry accounts, and official school accounts of relative content (e.g. NBC Sports, The Watauga Democrat, and App State Football for The A Game).

Accounts should not present a bias regarding politics or social movements as a result of politics, nor associate with accounts that do.¹ This includes “liking” posts and following said accounts.

Accounts should have a minimum of one post every week, excluding posts made on Saturday and Sunday. Post content may range from episode release reminders, to “behind the scenes” content, and more. Posts may be made at any time of day deemed appropriate for each Account and should follow a semi-consistent schedule.

Accounts should follow a consistent theme and style in accordance with the theme and style of the program linked to the Account. This includes the overall subject of the post, including the image and the caption.

Administrators should use and post language and images they would broadcast, and be *permitted* to broadcast, on the program linked to the Account.¹

[1] Refer to the Broadcast Standards section of the Producer Handbook for further information

Any information shared to social media should be checked for accuracy. Any post found to contain inaccurate information should be reported to the Social Media Manager and assessed on a case-by-case basis. Posts of any nature should never be deleted or in any way altered without consultation.

Posting of confidential information regarding AppTV and any of its affiliated staff or interns is forbidden. This can include personal addresses, phone numbers, access PINs, or any other information not known to the general public.

Administrators should not post images of persons without first acquiring formal written consent using a RELEASE FOR USE OF PHOTOGRAPHY/VIDEO/SOUND form. Persons under the age of eighteen require written consent from a parent or guardian.

Interaction between the Account and its followers is encouraged. Accounts may “like” and reply to comments on their posts in a positive and respected manner. Negative comments should be deleted if they include: profanity, abusive content, or commercialized messages (Spam). Users should not be banned. If behavior is consistent from a specific user, report the incident to the Social Media Manager.

The purpose of social media usage by AppTV is to promote the channel and its programs by being honest and well-balanced. The text above serves as a guide on ascertaining quality online and is not meant to be dictatorial. Accounts will be reviewed throughout the semester to check for guide adherence, and Accounts found in violation of currently stated guidelines will be assessed on a case-by-case basis. Any concerns or questions regarding the wording, literality, or leniency of guidelines may be addressed to the Social Media Manager or General Manager of AppTV.

Administrator Signature

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Program

Rob Gelber
General Manager, AppTV