Selkirk College

Policies and Procedures

Policy 2505: Social Media

A. PURPOSE

This policy provides direction to help employees effectively use social media on behalf of the College, and to enhance and protect the College's reputation and online presence.

B. SCOPE / LIMITS

This policy applies to social media as it relates to College business.

C. PRINCIPLES

1. Selkirk College supports the use of social media to reach and engage audiences important to the College, such as employee and student prospects, current students and employees, alumni and members of the community at large. Social media outlets are powerful communication tools that can have a significant impact on the College's reputation.

2. This policy is not intended to interfere with the private lives of the College's staff members, or impinge their right to freedom of speech. This policy is designed to ensure that Selkirk College's image and brand are maintained.

3. All social media accounts related to the College should align with and support the College's mission, vision, values and key directions.

4. Selkirk College social media accounts are communication tools that extend the College's marketing, communications or customer service model. Accordingly, it is important that the College social media accounts present a consistent brand message across all platforms.

D. DEFINITIONS

College social media accounts are those social media accounts that are related to the College and its operations, use the College name/logo and communicate about College activities.

Social media are forms of electronic communication through which users create online communities to share information, ideas, personal messages and other content (Merriam-Webster Dictionary). In this policy, social media are broadly defined to include internet-based applications and social networking sites, including blogs and web pages, and including, but not limited to, Facebook, Snapchat, Twitter, LinkedIn, Instagram, YouTube, and Myspace.

The key differences between social media and traditional media are:

1. social media rely on user-generated content;

2. social media can be shared quickly; and

3. social media do not rely on conventional media outlets (newspapers, radio, TV) for distribution.

Effective usage of social media results in engagement through sharing, participating, following, commenting, networking and bookmarking.

E. REQUIREMENTS

College social media accounts must have the approval of an appropriate Leadership Team member, School Chair or Manager, and approval from the Marketing and Communications Department. New College social media accounts require these approvals in advance of the account being made public. Existing College social media accounts are required to obtain these approvals as soon as possible after the effective date of this policy.

The College requires that:

1. College social media accounts meet the terms of this policy;

2. Each College social media account shall have a minimum of one account administrator who will be responsible for the account. All College social media accounts must be monitored regularly by that administrator. The administrator must be a College employee;

3. The Marketing and Communications Department will have joint administrative access to each College social media account. If there is reason to believe the use or content of the account is unlawful or contravenes College policies, or the account has been inactive, the Manager of Marketing and Communications (or designate) will notify the appropriate Leadership Team member, School Chair or Manager to address the issue. Marketing and Communications will access an account as directed by the appropriate Leadership Team member, or in limited situations, when immediate corrective steps must be taken;

4. College social media accounts that represent the College solely under the name "Selkirk College" (non-departmental or those without specific ties to groups, such as Selkirk College Community Education and Workplace Training or Selkirk College Recreation, etc.) be administered by the Marketing and Communication Department;

5. Content that is unlawful or contrary to College policies will not be posted to and, if found, be immediately removed from College social media accounts;

6. All College branding, such as logos and graphics, comply with the Marketing and Communications Graphic Standards Manual;

7. All employee contributors respect copyright and the terms of service and conditions of the social media platform in use, such as Facebook, Twitter or YouTube ;

8. College social media accounts that are not regularly maintained or operated will be deleted within three months;

9. Content on College social media accounts be related to College activities or interests;

10. Confidential information and persona information not be shared publicly on social media accounts; and the posting of photos or videos of students or employees on social media accounts comply with privacy legislation. Photo consent forms are available on MySelkirk.

F.   EMPLOYEE CONDUCT ON SOCIAL MEDIA

The College expects that:

1.   Employees will conduct themselves professionally and exercise discretion, thoughtfulness and respect for colleagues, associates, students and the College community when using social media on behalf of the College; and
2.   Employees be mindful that all posted content on social media may be subject to review and must be in accordance with the College's policies. This includes content on personal social media related to Selkirk College that is not aligned with Policy 6000: Employee Code of Conduct and Conflict of Interest.
3.   Posts on College social media accounts involving the following will not be tolerated:

    a.   proprietary and confidential College information;
    b.   discriminatory statements or sexual innuendos regarding co-workers, management, customers, students, or vendors; and
    c.   defamatory statements regarding the College, its employees, students, institutions, suppliers or contractors.

Related Policies:

Policy 6000 Employee Code of Conduct and Conflict of Interest
Policy 6005 Responsible Use of College Email
Policy 6550 Protection of Privacy
Policy 6010 Human Rights, Harassment and Discrimination

Responsibility, Recommendation and Approval Dates

Executive Responsibility: Vice President, College Services
Administrative Responsibility: Manager of Communications
Recommended by Policy Review Committee: 2019-06-12
Recommended/Approved by Education Council: N/A
Approved by President: 2019-09-06
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