

## Policies and Procedures

Effective: YR/M/D  
Next Review: YR/M/D

### Policy 2505: Social Media

#### B. PURPOSE

This policy fulfills the following purposes:

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.

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.

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

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.

Selkirk College Social Media Accounts are a communication tool that extends 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.

#### C. DEFINITIONS

Social media in this policy is broadly defined to include internet-based applications and social networking sites, including blogs and web pages. It allows for the creation and sharing of content by individuals or groups using freely available websites. Most often social media is developed to create and enhance an online community between people and groups with shared interests.

The key differences between social media and traditional media are:

- a) Social media's reliance on user-generated content;
- b) Social media can be shared quickly; and
- c) Social media does 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.

Social Media: forms of electronic communication through which users create online communities to share information, ideas, personal messages and other content (*Merriam-Webster Dictionary*). These include, but are not limited to: Facebook, Snapchat, Twitter, LinkedIn, Instagram, YouTube, Myspace etc..

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### D. SCOPE / LIMITS

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

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. They are referred to in this policy as “College Social Media Accounts.”

### E. REQUIREMENTS

College Social Media Accounts must have the appropriate Leadership Team member’s or School Chairs and Managers approval, and approval from the Marketing & 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 early as possible after the effective date of this policy.

#### **The College requires that:**

- a) College Social Media Accounts meet the terms of this policy;
- b) 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;
- c) The Marketing & 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’s policies, or the account has been inactive, the Manager of Marketing & Communications (or designate) will notify the appropriate Leadership Team member, School Chair or Manager to address the issue. Marketing & Communications will access an account as directed by the appropriate Leadership Team member, or in limited situations, when immediate corrective steps must be taken;
- d) 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 & Workplace Training Pages or Selkirk College Recreation, etc.) be administered by the Marketing and Communication department;
- e) 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;
- f) All College branding, such as logos and graphics, comply with Marketing & Communications Graphic Standards Manual;
- g) 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](#) (as just a few examples);

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- h) College Social Media Accounts that are not regularly maintained or operated will be deleted within 3 months;
- i) Content on College Social Media Accounts be related to College activities or interests;
- j) 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:

- a) 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
- b) Employees be mindful that all posted content on social media may be subject to review must be in accordance with the College's policies, this includes personal social media, in regards to Selkirk that is not aligned with the Employee Code of Conduct and Conflict of Interest.
- c) Posts on College Social Media Accounts involving the following will not be tolerated and will subject the individual to discipline:
  - i. Proprietary and confidential college information;
  - ii. Discriminatory statements or sexual innuendos regarding co-workers, management, customers, students, or vendors; and
  - iii. Defamatory statements regarding the college, its employees, students, institutions, suppliers or contractors.

Employees may be subject to discipline for conduct on social media relating to their employment, the College or other employees, which violates College policies while using College Social Media Accounts.

### 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** Harassment and Human Rights

## **Policies and Procedures**

### **Responsibility, Recommendation and Approval Dates**

**Executive Responsibility:** Vice President College Service/CFO

**Administrative Responsibility:** Director of Human Resources

**Recommended by Policy Review Committee:** 2019-

**Recommended/Approved by Education Council:** N/A

**Approved by President:**

**Linkage to Board Policy:**