

Policy No. & Title: **C306: SOCIAL MEDIA**

Effective: 2025-10-22

Next Review: 2030-10-22

Policy Sponsor: Executive Director, Recruitment, Marketing and Brand Experience

1. PURPOSE

The purpose of this policy is:

- To promote and support the orderly use of social media to best serve the mandate of the College, and
- To establish the principles and a framework for appropriate support and management of such use of social media.
- Outline recommended social media channels for social media contributors to engage in, along with a list of channels not to participate in.

2. POLICY

The Policy Sponsor develops, maintains and implements standards and guidelines that achieve the purpose of this policy. Such standards and guidelines align with the College mission, vision and strategic goals, and reflect College values.

3. REFERENCES

College Policies

[P208: Respectful College Community and Prevention of Harassment and Discrimination](#)

[C202: Acceptable Use of College Technology](#)

Other

[College Brand Guidelines](#)

4. ADDENDA

Guideline A: IMPLEMENTATION

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Policy No. & Title: C306: SOCIAL MEDIA

Addendum: **Guideline A: IMPLEMENTATION**

Issued by: Executive Director, Recruitment, Marketing and Brand Experience

Effective: 2025-10-22

1. PURPOSE

The purpose of this document is to guide members of the College community in their College use of social media, to best serve the mandate of the College.

2. DEFINITIONS

Social media: Internet-based networks designed to facilitate social interaction using easily accessible and scalable communication techniques.

Official College account: A College social media account approved by Recruitment, Marketing and Brand Experience (RMBx).

3. GUIDELINES

3.1. Introduction

Social media is a powerful, global means of communication. It enables individuals to publish information that is accessible world-wide. The College encourages every person covered by this policy to use social media to serve legitimate College interests and to promote the College brand in a positive and responsible way.

3.2. Application

This policy applies to College employees, volunteers, co-operative education or work study students who are authorized to administer official College accounts.

3.3. Principles

- 3.3.1. Real-time information and social interaction are among the major strengths of social media. Information, updates and dialogue in College social media usage are timely, comprehensive, clear and concise.
- 3.3.2. Social media provides the ability to offer value-added content and interaction such as sharing Fanshawe-specific information, timely updates, tips and recommendations, links to resources and other valuable information. College use of social media leverages these features for the overall benefit of the College.
- 3.3.3. Complaints and issues are immediately reported to RBM to be addressed in a professional and timely fashion, and in private to the extent possible and appropriate.
- 3.3.4. The College acknowledges that the nature of social media does not lend itself to a complete disassociation of a user's private persona from their College role. Nevertheless, use of College social media accounts must be focused on College-related business. Expression of personal opinion on College matters or decisions is prohibited.

- 3.3.5. The College respects the right of any person to use social media for personal purposes. This policy is not intended to interfere with that right. Employees who make personal use of social media are urged to ensure that their personal use does not intentionally or otherwise represent, or appear to represent, College interests, decisions or other matters. RBM determines which employees are designated as official College spokespeople.
- 3.3.6. Social media content is considered legally public, is not private and may be subject to Freedom of Information requests.
- 3.3.7. Prohibited uses of a College social media account include but are not limited to: Illegal or unlawful activity; uses that violate College policies; sharing account passwords with individuals not authorized to manage accounts; publication of confidential, financial, legal or non-public operational information.
- 3.3.8. Individuals who engage in prohibited uses of College social media accounts may be subject to corrective or disciplinary action as set out in College policies.
- 3.4. Responsibilities
 - 3.4.1. Departments wishing to use social media must consult with RMBx before creating or using social media to represent College's interests, decisions, or brand. RMBx grants official College account approval based on an assessment of how the social media account will help the requesting department achieve their business goals and on their understanding of the implications and risks of using social media. Team roles and responsibilities, as well as a content calendar must be provided to RMBx to prove that an account will be maintained on an on-going basis.
 - 3.4.2. RMBx monitors account activity on all official College accounts. Where an account is inactive or not maintained, RMBx may request that the account be shut down or consolidated into a larger, more active account.
 - 3.4.3. RMBx assists departments to become familiar with content quality standards, acceptable use of the College brand, key corporate messages and related issues. In special circumstances and with approval of RBM, outside consultants or community volunteers may be engaged as page administrators.
 - 3.4.4. Departments are accountable for all content on and use of their College social media accounts. Departments ensure that such use does not adversely affect legitimate College interests or harm the College brand.
 - 3.4.5. Departments must immediately report to RMBx any social media activity that appears illegal, defamatory, inappropriate or violates any of the College's policies.
 - 3.4.6. Departments must immediately report to RMBx any social media accounts that appear to impersonate an official College account or harm the College brand.

4. SOCIAL MEDIA TEAM STRUCTURE & GOVERNANCE

Decentralized: A central team oversees strategy, guidelines and governance, while individual faculties, departments, or units (e.g., Athletics, Academic areas, Student Wellness) run their own accounts with support and alignment from central.

Suggested Roles:

Supervisor of Events, Social Media & Student Engagement

Executes social media strategy, ensuring alignment with institutional goals and priorities. Sets KPIs, supervises channel strategy

- **Student Engagement Officer**
Creates editorial calendar by planning and scheduling content, manages platforms, analyzes and reports on performance in relation to goals.
- **Content Creators**
Produce visuals, video, reels, and branded content.
- Capture student experiences and trends
- **Community Managers / Engagement Leads**
Respond to DMs, comments, moderate discussions, and engages in social listening.

5. CHANNEL STRATEGY:

An evaluation of current channels the College disseminates information on and engages with will be undertaken. Research obtained from Environics and Fanshawe College Institutional Research department will determine the channels College content will be best consumed by our prioritized audiences (preferred prospects, students, and their supporters.)

AUDIENCE SEGMENTATION:

Aligning with persona data from Environics and Institutional Research, we will outline audiences by highest to least priority to better guide the content strategy and editorial calendar.

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