

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

Effective: 2016-01-21

Next Review: 2021-01-21

Policy Sponsor: Executive Director, Reputation and Brand Management

1. PURPOSE

The purpose of this policy is:

- To promote and support the orderly use of social media so as 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.

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](#)

4. ADDENDA

Guideline A: IMPLEMENTATION

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Policy No. & Title: C306: SOCIAL MEDIA

Addendum: **Guideline A: IMPLEMENTATION**

Issued by: Executive Director, Reputation and Brand Management

Effective: 2016-01-21

1. PURPOSE

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

2. DEFINITIONS

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

Official College account: A College social media account approved by Reputation and Brand Management (RBM).

3. GUIDELINES

3.1. Introduction

Social media has, in a remarkably short time, become a powerful, global means of communication. Individuals are able, in near-real-time, 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 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 information and interaction such as the ability to share Fanshawe-specific information and timely 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 addressed in a professional and timely fashion, and in private to the extent possible.
- 3.3.4. The College acknowledges that the nature of social media does not lend itself to a complete disassociation of a member's private persona from their College role. Nevertheless, member 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; opening of attachments from unknown or unsigned sources; sharing account passwords; publication of confidential 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. RBM monitors account activity on all official College accounts. Where an account is inactive or not maintained, RBM may request that the account be shut down or consolidated into a larger, more active account.
- 3.4.2. Departments wishing to use social media must consult with RBM before creating or using an official College social media account. RBM 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 their understanding the implications and risks of using social media.
- 3.4.3. RBM 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 any social media activity that appears inappropriate, illegal or accounts that may be impersonating an official College account.