

Policy Information	
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Approved by:	Executive Committee
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Executive Responsible:	Executive Director Communication Services
Administrator Responsible:	Executive Director Communication Services
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SOCIAL MEDIA ACCOUNTS

Policy Statement

The College of New Caledonia supports the use of social media to reach and engage important audiences, such as prospective and current students, faculty, staff, parents, alumni, the college community and other interested parties. Social media platforms are powerful communications tools that can have a significant impact on the college's reputation.

Purpose / Rationale

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

CNC social media accounts are a communication tool that extends the college's marketing, communications and customer service model. Accordingly, it is important that the CNC social media accounts present a consistent brand message across all platforms.

Scope / Limits

This policy applies to the use of social media by the College of New Caledonia students, faculty and staff who represent the College using a CNC social media account.

CNC social media accounts are accounts that are affiliated to the college, use the college name or logo and communicate about college activities. They are referred to in this policy as "CNC social media accounts."

Principles/Guidelines

CNC social media accounts must receive approval from both their manager and the Executive Director of Communications. New CNC social media accounts require approvals in advance of an account being made public. Existing CNC social media accounts are required to obtain these approvals as early as possible after the effective date of this policy.

The college requires that:

- CNC social media accounts meet the terms of this policy;
- CNC social media accounts will have a minimum of one account administrator who will be responsible for the account. All CNC social media accounts must be monitored regularly by that administrator. The administrator must be a CNC employee.
- If there is reason to believe the use or content of the account is unlawful or contravenes the CNC's policies, or the account has been inactive, the Jr. Web Designer will notify the appropriate account administrator to address the issue.
- All social media accounts that represent CNC under the name "College of New Caledonia" must be administered by Communication Services and department and/or community campus designate;
- All CNC branding, such as logos and graphics, follow CNC's Brand Guidelines;
- All employee contributors respect copyright, and the terms and conditions of the social media platform in use, such as: Facebook, Twitter or Instagram (among other unnamed platforms);
- College social media accounts must be continually updated and monitored. Accounts that have been inactive for more than one month may be subject to deactivation or deletion. The Jr. Web Designer will notify the account administrator to do so.
- Content on CNC Social Media Accounts must be relevant to the College community;
- Confidential and personal information cannot be shared publicly on social media accounts;
- Posting of photos or videos of students or employees on social media accounts comply with privacy legislation. Photo consent forms are available from the Communications Department. (Photos taken in a public space that do not single out specific people do not require a consent form.)
- College social media account administrators will be encouraged to take part in training and contribute to the colleges overall communications social media strategy as required or requested.
- In the event of an emergency or crisis situation, administrators of CNC social media accounts are asked to share only official information provided by the main College of New Caledonia social media accounts and shared in official college messages. Sharing information found online or not approved by CNC

may lead to false or confusing information reaching the audience and spreading online. CNC social media accounts are also asked to delete or postpone any previously scheduled tweets or posts during an emergency or crisis situation. The Executive Director of Communications or designate may take ownership and post on any and all CNC accounts.

- Materials posted online should be your property, in the public domain, have a Creative Commons license, or fall under fair use. For all other instances, you should seek permission from the copyright holder.

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. 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:

- social media's reliance on user-generated content;
- social media can be shared quickly;
- social media does not rely on conventional media outlets (newspapers, radio, TV) for distribution.
- the reliability of truth/accuracy is social media vs. traditional media

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

Links to Other Related Policies, Documents and Websites

Social Media Account Procedures

[Freedom of Information and Protection of Privacy Act](#)

Photograph and Interview Release Form (see Procedures)

Policy Amendment Log

Amendment Number:	Date:
0	April 2018
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