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<b>Title</b>	Social Media Policy
<b>Policy Area</b>	Operations/College Systems and Resources
<b>Policy Number</b>	E.5.6
<b>See also</b>	<i>Guidelines for use of Social Media (available on Public Affairs site)</i> <i>Use of Information Technology Resources Policy</i> <i>Safe Disclosure Policy</i> <i>Code of Ethical Practices Policy</i> <i>Discrimination, Bullying and Harassment Policy</i> <i>Violent and Threatening Behaviour Policy</i> <i>Sexual Violence and Misconduct Policy</i>

**Effective Date:** January 7, 2016  
**Approval Date:** November 24, 2015  
**Applies to:** Employees  
**Approving Body:** President  
**Supersedes/New:** *New*  
**Authority:** *College and Institute Act*

The following are responsible for the administration of this policy,

<b>Primary Office</b>	<b>Contact</b>
Public Affairs Department	Director

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### **Policy Statement**

1. Okanagan 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 communications tools that can have a significant impact on the College's reputation.
2. All social media accounts related to the College should align with and support the College's Mission, Vision, Values and Key Directions.

## Policy Details and Procedures

### 1. About Social Media

1.1 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.

1.2 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.

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

### 2. Scope

2.1 This policy applies to social media as it relates to the College and its employees.

2.2 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."

### 3. Purpose of College Social Media Accounts

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

3.2 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.

### 4. Requirements of College Social Media Accounts

4.1 College Social Media Accounts must have the appropriate Leadership Team member's approval, and approval from the Public Affairs 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.

4.2 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 Public Affairs 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 Director, Public Affairs (or designate) will notify the appropriate Leadership Team member to address the issue. Public Affairs 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 "Okanagan College" (non-departmental or those without specific ties to groups such as Okanagan College Library, Okanagan College Continuing Studies or Okanagan College Recreation, etc.) be administered by the Public Affairs department;
- e) content that is unlawful or contrary to College policies 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 Public Affairs' 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);
- h) College Social Media Accounts that are not regularly maintained or operated be deleted;
- i) content on College Social Media Accounts be related to College activities or interests;
- j) confidential information and personal information not be shared publicly on social media accounts; and
- k) the posting of photos or videos of students or employees on social media accounts comply with privacy legislation. Photo consent forms are available on the Public Affairs department's website.

## **5. Employee Conduct on Social Media**

5.1 The College expects that:

- a) employees will exercise discretion, thoughtfulness and respect for colleagues, associates, students and the College community when using social media; and
- b) employees be mindful that all posted content on social media may be subject to review in accordance with the College's policies.

5.2 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 social media sites.