

POLICY AND PROCEDURE MANUAL

Policy Title:	SOCIAL MEDIA ACCEPTABLE USE POLICY	Area of Responsibility: VICE-PRESIDENT, COLLEGE COMMUNICATIONS & COMMUNITY RELATIONS, EXECUTIVE DIRECTOR, FOUNDATION
Policy Section:	INFORMATION TECHNOLOGY & COLLEGE COMMUNICATIONS & COMMUNITY RELATIONS	
Effective Date:	2021 11 11	Policy No: 6.7
Supersedes:	2021 05 06	Page: 1 of 3
Mandatory Review Date:	2026 11 11	Last Review Date: 2021 05 06

6.7 SOCIAL MEDIA ACCEPTABLE USE POLICY

Introduction

The St. Clair College Social Media Steering Committee is responsible for establishing guidelines for acceptable use of social media as part of the formal execution of St. Clair College's social media strategy. This policy is intended to address acceptable use by staff and students involved in executing social media programs using Social Media Management Platforms (SMMPs).

Scope

This policy applies to all St. Clair College staff and students implementing a St. Clair College (SMMP) or have been asked, as part of their job responsibilities, as part of a program, or student run club or any activity that relates to St. Clair College to launch an SMMP.

Usage

St. Clair College's social media accounts are intended to be used for College communications only. Depending on the job description of the staff or student, these purposes may be addressed through a variety of services, including but not limited to Facebook, Twitter, Instagram, Tik Tok, LinkedIn, and YouTube.

The following are examples of proper usage of public social media:

- Building positive brand image
- Increasing mind share: A very cost-effective communications tool, providing the College additional tools for promotion and, increasing organization/brand awareness.
- Improving student awareness of College activities and programs and acts as a source of information.
- Gaining student and community insights: Social media can be used to monitor public opinion about the College's products or services.
- Increasing student retention: Social media engages students while building affinity and loyalty using a preferred medium – something the College needs to offer to remain competitive.
- Use of social networks such as College LinkedIn platform would only be used for professional networking purposes, maintaining contact with Alumni, industry, academic contacts, as well as for Continuing Education or Corporate Training purposes.

- Reducing costs of servicing customers: Use of social media to respond to customer service issues quickly and efficiently. Opportunities to provide assistance are public, making it searchable by other customers that have the same request.

The following activities are deemed inappropriate uses of social media:

- Use of social media for illegal or unlawful purposes including but not limited to, copyright infringement, obscenity, libel, slander, fraud, defamation, plagiarism, harassment, intimidation, forgery, impersonation, soliciting for illegal pyramid schemes.
- Use of social media that in any way violates St. Clair College's policies, rules, or administrative orders, including, but not limited to the Student Code of Rights and Responsibilities and any other policies that relate the conduct of our staff and students.
- Sharing social media account passwords with another person or attempting to obtain another person's social media account password.

Terms and Conditions of Use

1. All SMMP's must be registered with the IT department (Web Designer) and provide the names and contact information of the administrators of each platform (FB, Twitter, Tik Tok, LinkedIn, Instagram or YouTube). These platforms must carry the statement: **This is an official site of St. Clair College.**
2. **St. Clair College branded social media platforms:** All use of social media shall be managed by St. Clair College approved and branded (**SMMPs**). Employees who have responsibility for posting on social media will do so using the College approved account only and not on their own personal social media accounts (where possible).
3. All SMMP's must include the St. Clair name. (Eg: stclairadvertising; stclairlandscaping; stclairperformingarts, or sccadvertising, sccnursing, etc.)
4. The Social Media Steering Committee (Manager of Marketing, Associate VP IT Services, one Support Staff member from College Communications and Community Relations Sector and one Faculty member from the Schools of Business and IT or Media Arts and Design), agrees that they will regularly monitor and moderate activity. It is the responsibility of the originator or staff member of the social media platforms to monitor activity, as well as to ensure the College's use of the social media site complies with this policy. The Social Media Steering Committee will meet semi-annually or as need arises.
5. Postings to any social media platform must be maintained and be current. Any platform that becomes inactive for more than 90 days will be closed by the IT department.
6. All video content that is to be posted to any of the St. Clair College branded social media platforms, as it relates to the Academic Sector, must be approved by the Vice President Academic or Associate Vice President of Academic before it is posted.
7. All video content that is to be posted to any of the St. Clair College branded social media platforms, as it relates to program videos, coverage of events on campus and any video requested by a program, must be approved by the Manager of that department and/or the Manager of Marketing and/or the Vice President of College Communications and Community Relations before it is posted.

Security and Risk Mitigation:

IT will assist the business unit or Social Media Steering Committee in establishing initial account management procedures for use of a SMMP and centrally manage the College's social media accounts properties.

Policy Violations and Non-Compliance

Allegations of misconduct will be investigated according to established procedures. Sanctions for non-compliance or violations of this policy include, but are not limited to, the following:

1. Temporary or permanent revocation of access to some or all computing and networking resources and facilities.
2. Disciplinary action according to applicable College policies, up to and including termination.
3. Student standards of conduct as outlined in the Student Code of Rights & Responsibilities.