

Policy Name	SOCIAL MEDIA		
Policy #	805	Category	800: INFORMATION MANAGEMENT
Steward	Manager, Marketing & Communications	Date Approved	May 16, 2024
Next Review Date		Date Reviewed or Revised	

POLICY

It is the practice at Suncrest College to encourage clear, effective, and appropriate communication with all stakeholders using a variety of accepted tools, including social media.

PURPOSE

This policy is designed to offer practical guidance for responsible, constructive communications via social media channels for employees. It encourages the safe, creative and effective use of social media and ensures compliance with all applicable laws and College policies and procedures. This policy is in addition to, and complements, any policies regarding access to information, protection of privacy, and the use of technology, computers, email, and/or the internet. The use of social media must, like all other forms of communication, meet tests of credibility, privacy, authority, and accountability. The purposes of College social media include:

- To support recruiting, retention, and alumni relations
- To enhance the reputation of the College
- To build institutional loyalty and pride
- To promote and report on Suncrest College news and events
- To promote Suncrest College career opportunities and recruit for job postings that are open to the public
- To promote a sense of community amongst students
- To gather information through the use of surveys and polls
- To recognize sponsors of Suncrest College events and activities
- To highlight student success through testimonials and stories

PRINCIPLES

1. Confidentiality - Employees should not post confidential or proprietary information about Suncrest College, its faculty, its students, its partners, its alumni, or its employees.
2. Privacy - Employees should not post anything they would not present in any public forum.
3. Do not harm - Employees should ensure social media does not harm or otherwise injure the College or any of its stakeholders.
4. Personal Responsibility and Liability - Employees are responsible for what they post and should only post on behalf of Suncrest College in an official capacity when they have been explicitly authorized to do so.

SCOPE

This Policy applies to the following members of Suncrest College: all employees, staff, contract employees and student employees (including work study, interns etc.). It is applicable specifically with respect to Suncrest College-owned social media accounts and any accounts intended to represent the college.

DEFINITIONS

1. Social Media: any facility for online publications and/or commentary, including but not limited to social networking sites such as Facebook, LinkedIn, X/Twitter, SnapChat, WhatsApp, Pinterest, Instagram, and YouTube.
2. Moderated: technical and monitoring measures that prevent or ensure the timely removal of any defamatory or objectionable submissions.

PROCEDURES

1. New Social Media - The Marketing Department will determine each new social media venture initiated or created by Suncrest College. These plans will be based on communications practices that include assessing project appropriateness, possible uses, potential audience, benefits, and costs associated with using social media as part of a communication plan. The plan will include technical and monitoring measures which prevent, or ensure the timely removal of, any defamatory or objectionable submissions.
2. Privacy & Consent - In accordance with applicable privacy and copyright laws, consent must be obtained when taking photographs, shooting live video, and/or recording testimonials of people for use in social media content.
3. Copyright – Account Administrators are required to respect copyrights and never post text, images, or video created by someone else without proper attribution and/or authorization.

4. Objectionable Content - The public in general, members and/or personnel of Suncrest College, reflect a diverse set of customs, values, and points of view. Suncrest College prides itself on being an apolitical entity and all perspectives must reflect this value. The following examples would be considered objectional content that is subject to removal and/or discipline:
 - a. Inflammatory or mean-spirited statements including, but not limited to: ethnic slurs, offensive or defamatory comments, personal insults, obscenity, profanity or the like, as well as political and /or religious views.
 - b. Representation of personal opinions as being endorsed by Suncrest College. Suncrest College's name or logos may not be used to endorse any opinion, product, private business, cause, or political candidate. Refer to the Conflict of Interest Policy for more information
 - c. Discussions with Suncrest College employees regarding legal issues in which the College is involved, or government issues related to the College and our industry without prior approval from management. Refer to Public Relations Policy for more information.
 - d. Employees may not disclose confidential information on any of Suncrest College's social media sites. The disclosure of confidential information without prior authorization may result in disciplinary action as outlined in article 18.2 of the collective agreement
5. Monitoring - Employees identified as administrators of accounts are responsible for managing and monitoring the content of their social media accounts. This includes removing objectional content and responding to comments and messages in a timely matter. Whenever possible, two individuals should be appointed to act concurrently as account administrators for a social media site representing Suncrest College. Marketing must be one of these administrators.
6. Errors & Mistakes - Contributors are responsible for double-checking facts and links to sources before publishing a post. If an error is made, staff are expected to correct it immediately and visibly.

LEGISLATIVE AND COLLECTIVE AGREEMENT REFERENCES

N/A

LINKS TO OTHER RELATED POLICIES, DOCUMENTS, AND WEBSITES

Policy: 803 Public Relations

Policy: 602 Anti-Harassment

Access to Information and Protection of Privacy Guidelines

Policy 801: Acceptable Use of Technology

Policy 711: Conflict of Interest