

OLDS COLLEGE POLICY

Olds College recognizes the need for Policies and Procedures, and the need for staff and students to be familiar with and follow such policies and procedures. It is the intent of Olds College that breach of College policies or procedures shall result in disciplinary measures up to and including suspension or termination. This applies to all College staff and representatives.

CATEGORY:	A. General
SUBJECT:	Social Media
POLICY NUMBER:	A42
CROSS REFERENCE:	
NEW \ REVISED	
Administrative Services Committee	Academic Council
June 12, 2017	

POLICY STATEMENT

Olds College recognizes the need for policies and procedures, and the need for staff and students to be familiar with and follow such policies and procedures. It is the intent of Olds College that breach of College policies or procedures shall result in disciplinary measures up to and including suspension or termination. This applies to all College staff and representatives.

This policy applies to Olds College staff, faculty, contractors, student societies and volunteers, in their capacity as members of the College community, using College-moderated social media sites or any other social networking websites.

Purpose of Olds College Social Media Channels

Representative of our brand and purpose of our organization, the primary objective of the Olds College social media channels is to provide an instant, interactive channel for the distribution of information about Olds College programs, news and events.

Olds College encourages the responsible use of social media channels to support learning and teaching, and to build connections with community and stakeholders. Social media mentions and sentiment have a direct and profound impact on the reputation of the College. We recognize the value of using social media to tell our story, engage in dialogue, measure public sentiment and strengthen our brand.

Scope of Policy

This policy governs the conduct of Olds College social media activities and provides guidelines in order to maintain standards of quality and relevance to our primary goals of teaching and learning, and our position as a community institution.

When publishing on social media channels, publishers are responsible for the content of the posts they create and are expected to adhere to the highest standards of quality and responsibility.

Publishers are also required to observe all existing College policies (e.g. Harassment Policy, Acceptable Use Policy – Computing and Network Resources, Personal Code of Conduct Policy, etc.) and all Canadian and international laws concerning appropriate use of computers and social media platforms. Further, they must comply with all laws and guidelines governing copyrights, intellectual property and privacy, including the Alberta Freedom of Information and Protection of Privacy (FOIP) Legislation Canada Copyright Act.

Definitions

Social Media: websites and online tools that allow users to interact, share opinions, experiences, insights and to network. Social media involves the building of communities, relationships and networks to encourage participation and engagement. Some social media sites include: Facebook, Twitter, LinkedIn, blogs, Snapchat, forums, Whatsapp, Instagram and YouTube.

Social media messages include online communications tools such as text posts, blog posts, wall posts, tweets, audio, podcasts, document posting, video or photo posting, comments, replies, direct messages and events.

SPECIFIC GUIDELINES

Members of the College community are free to publish or comment via social media in accordance with this policy (see Procedures Section).

Members of the College community must not represent or be perceived to represent the College on their personal social media sites or personal social media communication. Consistent with traditional media, some College employees will be deemed as the official College spokesperson with the role of contributing to social media discussions. Spokespeople will be coordinated through the Office of Corporate Communications and Marketing, under the Vice President, Advancement.

Employees who utilize social media in a manner that damages the reputation of the institution may be subject to discipline up to and including dismissal. Such actions may include, but are not limited to, comments of a harassing or discriminatory nature or breaches of confidentiality.

When using an Olds College social media platform to engage in any social media or professional social networking activity, these actions are deemed public and employees, students, and volunteers are held fully responsible for any and all related activities.

The Corporate Communications & Marketing Department creates and manages Olds College's moderated social media sites. If you wish to contribute content to our social media feeds, contact the Corporate Communications & Marketing Department.

Schools/Departments may establish a School/Department-moderated social media site when the College-moderated sites are not applicable to their needs. School/department-monitored sites are created in consultation with the Corporate Communications & Marketing Department. Account information, including username and password, must be shared with the Corporate Communications & Marketing Department.

The audience for social media is the public, therefore social media should only be used when you are trying to reach a public audience. Targeted internal communication and employee information should not be shared via social media. For example, instructors should use Moodle or email to share information about assignments with students; not social media.

The Corporate Communications & Marketing Department has the right to remove and/or deny any social media accounts or posts that are not in compliance with the Social Media Policy.

IMPLEMENTATION AND ADMINISTRATIVE RESPONSIBILITY

This policy is the responsibility of the Vice President, Advancement. This policy will be reviewed at least every three years.

OLDS COLLEGE PROCEDURES

Olds College recognizes the need for Policies and Procedures, and the need for staff and students to be familiar with and follow such policies and procedures. It is the policy of the Board of Governors that breach of College Policies or Procedures shall result in disciplinary measures up to and including suspension or termination. This applies to all College staff and representatives.

SUBJECT AND POLICY NUMBER	A42 Social Media
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NEW \ REVISED

Vice President Student and Support Services	Vice President Academic and Research	Vice President Advancement
		June 12, 2017

GUIDELINES FOR USING SOCIAL MEDIA

Professional Site Guidelines

Social media channels to be considered official College pages are those which are created by College personnel in their official capacities. Account information, including username and password, must be shared with the Corporate Communications & Marketing Department.

Prior to creating a professional site, it is important to:

- Determine who will be empowered to respond directly to users and when a supervisor’s approval may be needed.
- Set up email notifications so you know when someone posts to your area (YouTube and Facebook, for example, offer this when someone posts a comment).
- Keep comments as open as possible—do not automatically or arbitrarily censor a negative post (Although posts that are obviously spam or offensive can be removed).
- Determine and display comment guidelines for the site.
- Know who your audience is.
- Think about how you are going to measure success: Clicks on a blog, unique page views, number of comments, tools such as HootSuite, counts of followers and fans.
- Contact the Corporate Communications & Marketing Department.

General Considerations

Be transparent. Be honest about your identity. If you are authorized to represent the College in social media, say so.

Be accurate. Make sure that you have all the facts before you post. It’s better to verify information first than to have to post a correction or retraction later. Cite and link to your sources whenever possible. If you make an error, correct it quickly and visibly. This will earn you respect in the online community.

Be respectful. You are more likely to achieve your goals if you are constructive and respectful. If you feel angry or passionate about a subject, it is wise to delay posting until you are calm and clear-headed.

Think before you post. There is no such thing as a “private” social media site. Search engines can turn up posts years after the publication date. Comments can be forwarded or copied. Archival systems save information even if you delete a post. You may view your posted material as your intellectual property; but the fine-print rules of the social media channel you are using may establish otherwise.

Maintain confidentiality. Do not post confidential or proprietary information about Olds College, its students, its faculty, its employees, partners or alumni. Use good ethical judgment and follow college policies. If you discuss a situation involving individuals on a social-media site, be sure that they cannot be identified. As a guideline, don't post anything that you would not want on the front page of the newspaper.

Check often. Visit your channel at least twice daily, and preferably have the application open all day. (e.g., Twitter, Facebook.)

Update Often. You will get out of social networks what you put it into them. On Facebook, consider updating your page no more than 1-2 times a day and spread the posts throughout the day. On Twitter you can get away with updating more frequently (5-10 times a day).

Respond to questions quickly. For questions directed to your channel, respond as quickly as possible—within the hour, if possible; at least within the day, even if it is only to say, "I don't know, but I'll find out and get back to you."

Be aware of liability. You can be held legally liable for what you post on your site and on the sites of others. Individual bloggers have been held liable for commentary deemed to be under copyright, defamatory, libelous or obscene (as defined by the courts).

Personal Site Guidelines

Sites to be considered personal social medial channels are personal platforms of students, faculty, staff and alumni. General considerations when using personal sites:

Disclaimer. A common practice among individuals who write about the field in which they work is to include a disclaimer on their site, usually on their "About Me" page or in the footer. If you discuss higher education on your own social media site, we suggest you include a sentence similar to this: "The views expressed on this [blog, website, forum] are mine alone and do not necessarily reflect the views of Olds College." This is particularly important if you are a program or department head or administrator. Be aware that if you identify your affiliation with Olds College, readers will associate you with the College, even with a disclaimer that your views are your own.

Don't be a mole. Never pretend to be someone else and post about the College. Tracking tools enable supposedly anonymous posts to be traced back to their authors.

Don't use the College logo or make endorsements. Do not use the College logo, sub-brand logos, or any other official College marks or images on your personal online sites. Do not use Olds College's name to promote or endorse any product, cause, political party or candidate.

Protect your identity. While you want to be honest about yourself, don't provide personal information that scam artists or identity thieves could use against you.

Adopt and follow a code of ethics. There are numerous existing codes of ethics for bloggers and other active participants in social media, all of which will help you participate responsibly in online communities. If you have your own social media site, you may wish to post your own code of ethics.

Communicating with students. Instead of "friending" students on social networks, consider creating a group or page for your program (contact the Marketing and Communications Department to establish a School/Department-moderated social media site for your program). This will allow you to communicate with students on a platform they are comfortable with, while retaining privacy and boundaries.

Definitions

Confidential Information: Includes, but is not limited to, personal information as defined by the Alberta Freedom of Information and Protection of Privacy (FOIP) Act, proprietary information of a non-public nature that may be of use to competitors of the College or be harmful or prejudicial to the College or its stakeholders if disclosed, as well as all legal information and advice that are not public knowledge. Examples of this would include but are not limited to:

- Legal matters that are not public knowledge
- Financial information that would not be available in the annual report
- Business processes
- Contractual agreements with vendors, third parties, consultants
- Information related to intellectual property, e.g. course evaluations, program proposals.
- Personal information with respect to an individual, which includes students, employees, donors, etc.
- Employment related information

Copyright: Has the same meanings, definitions and restrictions as defined by the Canadian Copyright Act. In relation to a Work, this means the sole right to produce or reproduce the Work or any substantial part thereof in any material form whatever, to perform the Work or any substantial part thereof in public or, if the Work is unpublished, to publish the Work or any substantial part thereof in any format.

Personal Information: Has the same meaning as in the Alberta Freedom of Information and Protection of Privacy (FOIP) legislation.

(Adapted from Red Deer College Social Media Policy, and Lethbridge College Social Media Policy Guidelines)