

SOCIAL MEDIA

This document is the parent policy for any College procedures. Questions regarding this policy are to be directed to the identified Policy Owner.

Category:	D. Community & Corporate Relations
Policy Number:	D09
Approval Date:	March 16, 2023
Effective Date:	March 16, 2023
Policy Owner:	Vice President, Development

Objective:	<p>Social Media creates opportunities to champion the Olds College of Agriculture & Technology (the “College”) brand by creating interactive communication channels with 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. It is important for us to also understand the risks and responsibilities of using social media.</p>
Policy:	<p>The College encourages the responsible use of social media to support learning and teaching, and to build connections with community and stakeholders. When using both personal or institutional accounts, staff and students should assume that all posts could be viewed by a colleague, supervisor, partner, customer or potential customer. Content shared by members of the College community can impact the work environment, and subject to applicable law, will not be exempt from this policy just because it occurred on a personal account.</p> <p>This policy supplements other College policies, including the Employee and Student Codes of Conduct, Gender-based Violence Policy, and the Workplace Anti-Violence and Harassment Policy. Members of the College community are held accountable for their use of social media in the same way they would be held accountable for in-person interactions and traditional forms of communication.</p> <p>Members of the College community are also required to observe all existing College policies 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.</p>
Definitions:	<p>Social Media: Websites and applications that allow users to create and share content or to participate in social networking. Social media involves the building of communities, relationships and networks to encourage participation and engagement. Social media sites include: Facebook, Twitter, LinkedIn, blogs,</p>

	<p>Snapchat, forums, Whatsapp, Instagram, wikis, podcasts, TikTok, YouTube, or any other tool or service that facilitates interactions over the internet.</p> <p>Institutional account: A social media account that is authorized by and dedicated to the College. Institutional accounts are created and managed by the Marketing & Communications department, or approved for employees to manage with guidance from Marketing & Communications. These accounts are considered property of the College.</p> <p>Personal account: A social media account that a member of the College community creates, moderates or administers exclusively for personal purposes unrelated to any business purpose of the College.</p> <p>College community: Olds College's Board of Governors, employees, students, contractors, consultants and volunteers.</p>
<p>Related Information:</p>	<p>D03 Crisis Communication Policy B01 Employee Code of Conduct G23 Workplace Anti-Violence & Harassment G09 Gender-Based Violence Policy I07 Student Code of Conduct D05 Freedom of Expression Policy</p>
<p>Related Procedures:</p>	<p>D09 Social Media Procedure & Guidelines</p>
<p>Review Period:</p>	<p>3 years</p>
<p>Revision History:</p>	<p>New: June 12, 2017 Revised: February 3, 2023</p>