

SOCIAL MEDIA

This procedure is governed by its parent policy. Questions regarding this procedure are to be directed to the identified Procedure Administrator.

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

Overview:	<p>Olds College of Agriculture & Technology (the “College”) empowers members of the College community to responsibly use social media. The Marketing & Communications team coordinates and promotes social media activities on behalf of the College, this includes creating, managing, monitoring and measuring the success of institutional accounts.</p> <p>The Marketing & Communications 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.</p>
Procedures:	<p>Institutional Account Creation</p> <p>Oversight and creation of all institutional accounts is facilitated by the Marketing & Communications department. Account information, including username and password, must be shared with the Marketing & Communication Department. Prior to creating an institutional account, it is important to:</p> <ol style="list-style-type: none"> 1. Determine who will be empowered to respond directly to users and when a supervisor’s approval may be needed. 2. Set up notifications so you know when someone posts to your account . 3. 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). If you need guidance on how to respond, reach out to the Social Media Advisor or Marketing Team. 4. Determine and display guidelines for discussion accounts, such as Facebook Group. 5. Know who your audience is. 6. Think about how you are going to measure success: Clicks on a link, unique page views, number of comments, counts of followers and fans. <p>Approval must be received from the Director, Marketing & Communications prior to creating a new institutional account.</p> <p>Sharing Content on Social Media</p> <p>As a member of the College Community there are three ways to share content on</p>

social media. You can:

1. Send your content (photo, video or text) to communications@oldscollege.ca for the Marketing Team to post to an institutional account.
2. Post content to your personal social media and tag @oldscollege. By tagging the College, we can then share your post on our institutional accounts. Note: This can only be done with public accounts.
3. If you are an employee who is responsible for an institutional account, you can share the content directly to the account you manage and tag @OldsCollege account.

General Considerations

1. Be transparent. Be honest about your identity. 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.
2. 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.
3. 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.
4. Maintain confidentiality. Do not post confidential or proprietary information about the College, its students, its faculty, its employees, partners or alumni. Use good ethical judgment and follow College policies.
5. Check often. Institutional accounts must be checked at least once daily.
6. Update Often. You will get out of social networks what you put into them.
7. Respond to questions quickly. For questions directed to institutional accounts, responses should be received within 24 hours. It is okay to say, "I don't know, but I'll find out and get back to you."
8. Be aware of liability. You can be held legally liable for what you post on social media.

Definitions:

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.

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.

College community: Olds College's Board of Governors, employees, students, contractors, consultants and volunteers.

Related Information:

- D03 Crisis Communication Policy
- B01 Employee Code of Conduct
- G23 Workplace Anti-Violence & Harassment
- G09 Gender-Based Violence Policy
- I07 Student Code of Conduct

Review Period:

Revision History:

D05 Freedom of Expression Policy

3 years

New: June 12, 2017
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