

**AD18****Social Media Account Management**

Classification:	Administration
Responsible Authority:	Manager, Communications
Executive Sponsor:	Director, President's Office and Communications
Approval Authority:	Algonquin College Executive Team
Date First Approved:	2014-01-22
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**PURPOSE**

The College recognizes that social media is changing how we communicate with students, colleagues, and other communities. The College has an interest in how its community members are using social media, both in a professional and personal context, given its potential to positively and negatively affect the College's reputation or brand. The purpose of the policy is to ensure proper usage of social media and the continuity and consistency of social media accounts affiliated with the College, as well as clarifying expectations for personal social media use.

**SCOPE**

This policy applies to all employees of Algonquin College.

**DEFINITIONS**

<b>Word/Term</b>	<b>Definition</b>
College-Affiliated Account	A secondary social media account that represents and is managed by a College department, academic area, program, or other unit.
Personal Social Media Account	A social media account which is activated for the personal use of an employee, and is expressly not a College-Affiliated Account
Primary Account	A single account on each social sharing platform that represents the College as a whole rather than a College department, academic area, program, or other unit.
Social Media	Forms of electronic communication through which users create online communities to share information, ideas, personal messages, and other content.
Social Media Account	An account or page on a social sharing platform including but not limited to Twitter, Facebook, YouTube, Tik Tok, Snapchat, LinkedIn, Reddit, Instagram, blog, or other social networks.

Social Media Account Holder	An employee of the College who is responsible for a College-affiliated account login information, posts content and/or engages with stakeholders on behalf of the College or their department through social media
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## POLICY

### Use of College Affiliated Accounts

1. College social media account holders are required to use social media in a responsible and professional manner in accordance with College Values, Policies and Procedures, and Provincial and Federal laws as applicable.
2. College-affiliated social media accounts must adequately reflect their connection to the College through consistent branding and website links to ensure consistent user experience across all channels.
3. College-affiliated social media accounts should never be used for:
  - a. Conducting operational business transactions on behalf of the College;
  - b. Matters pertaining to confidential information or private information about Algonquin College or community members including students, prospective students, employees, faculty, contractors, donors, or alumni;
  - c. Expression of private or personal opinions.
4. College-affiliated social media accounts will be managed and maintained by the department, academic area, or program that created it. Please consult HR18 – Employee Code of Conduct for further information.
5. College-affiliated social media account holders will create and regularly post meaningful content aligned with the College's brand, and are required to actively monitor the account(s) on an on-going basis to ensure content is current, informative, and appropriate. The Communications and Public Relations Department can authorize the suspension or deactivation of any accounts which have remained inactive and/or dormant for a minimum of six months
6. College-affiliated social media accounts will adhere to social-media best practices and College naming conventions upon account creation.
7. College-affiliated social media accounts must be registered with the Social Media Coordinator in the Communications department.
8. The Social Media Coordinator is the lead social media account holder for the College's primary accounts and will provide guidance on consistent user experience.
9. Social media account holders will refrain from using social media to engage in media pitching or media interviews.
10. When using material or content on social platforms created by others, the source and link to the original source must be credited where possible. If not, cite the title, author, publisher, and date. Permission will be required on copyrighted works. When sharing other's social media links, credit the original source. This can include linking to the original post or including the creator's name in the post's text.

11. The Communications and Public Relations Department can direct College-affiliated accounts in the event of an emergency regarding the type of content to be posted including emergency-related information and updates.

#### Use of Personal Social Media Accounts

12. Employees have the right to participate in social media and online activity in their private lives; however, their status as an employee of the College requires that the content of those postings not jeopardize the integrity and reputation of the College or the reputation or safety of other co-workers.
13. This requirement applies whenever it could appear to a member of the public that a personal social media account is connected to the College, including but not limited to situations where the individual has identified themselves as an employee of the College on social media.
14. Generally, how an employee conducts themselves outside of work is not for the College to address, however, there is an exception to this general rule and that is when an employee's off-duty conduct impinges on the College's interests or the reputation of a co-worker or learner.
15. The College holds the following expectations for any personal use of social media by an employee:
  - Employees are always to represent the College in a professional and business-like manner as would be expected in any other public forum, and should exercise discretion, thoughtfulness, and respect for their colleagues;
  - Employees are not to associate or hold themselves out as representatives of the College on social media without the express permission of the College to do so;
  - Employees should be aware that the College may observe content and information made available by employees through social media. Employees should use sound judgment to ensure that they do not post material or engage in dialogue that is inappropriate or potentially harmful to the College or community members including students, prospective students, employees, faculty, contractors, donors, or alumni. While there is no anticipation that personal social media accounts will be actively monitored by a department/manager, it is likely that problematic posts will be brought to the attention of the College, thereby engaging the College's obligation to apply the terms of the policy herein.
  - Employees shall not post information or images (including memes) that are false or misleading in regard to the College, breach confidentiality, breach privacy, unfairly damage the College's reputation or otherwise irreparably undermine the trust that is required in the employment relationship;
  - Although not an exclusive list, some specific examples of prohibited social media conduct include posting commentary, content, or images that:
    - are racist, sexist, or otherwise discriminatory;
    - involve profanity;
    - discuss criminal activity or illegal drug use;
    - violate copyright or other material of a similar nature;
    - are defamatory, pornographic, proprietary, harassing, libelous; or
    - can create a hostile work environment.
  - Employees must never publish, post, or release any information that is considered confidential or private to the College or community members including students, prospective students, employees, faculty, contractors, donors, or alumni, or that has not properly been

- released in public; and
  - The above applies equally to both an original post and any subsequent comments or re-posts.
16. Information and communication that an employee may publish on personal social media accounts should never be attributed to the College or appear to be endorsed by or have originated from the College.
17. Personal online activity that violates the College's policies and procedures (as amended from time to time) may subject an employee to disciplinary action, up to and including termination of employment.

## PROCEDURE FOR COLLEGE-AFFILIATED ACCOUNTS

<u>Action</u>	<u>Responsibility</u>
1. Prior to the creation of a new College-affiliated social media account, an employee will meet with the Social Media Coordinator to ensure a duplicate account does not currently exist, discuss the account's objectives, and ensure this policy is adhered to.	Department Administrator
2. Provide login information and identify account holders of College-affiliated social media accounts to the Social Media Coordinator. Usernames and passwords must be supplied, as well as a list of employees who have access to the account. The Social Media Coordinator may be added as a Page Admin. Each social media account holder must have separate login credential. Login credentials must be kept secure. Because these passwords will be shared with the Social Media Coordinator, they must be different than the passwords used for other systems (e.g., College Network Login account).	Social media account holders
3. Notify the Social Media Coordinator if social media account login information or account holders change.	College-affiliated social media account holders
4. Maintain the master list of all College-affiliated social media accounts, their account holders, and login credentials. This list must be kept using a storage method that is encrypted.	Social Media Coordinator
5. College-affiliated social media accounts will demonstrate their affiliation to the College via text, links, and imagery: <ul style="list-style-type: none"> <li>• "Algonquin College" will appear in the username and/or main title of any College-affiliated account. "AC" may be used as well.</li> <li>• College-affiliated social media accounts will include a link to a relevant webpage on <a href="http://algonquincollege.com">algonquincollege.com</a>.</li> <li>• The College's main social media account address will be included in the profile/bio section of other College-affiliated accounts. For example, on Twitter, @AlgonquinColleg should be identified in the profile section.</li> </ul>	College-affiliated social media account holders

- The College logo or icon will appear on College-affiliated accounts and adhere to the College's Brand Identity Guidelines.
  - Contact College Marketing to request AC (Algonquin College) branded social media icons for college-affiliated channel(s).
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| 6. | Register College-affiliated social media accounts with generic, departmental, social media specific email addresses.   | College-affiliated social media account holders and ITS (Information Technology Services) |
| 7. | College employees will notify the Social Media Coordinator if they discover a social media account that has no login credentials.  | All academic and administrative units   |
| 8. | College-affiliated social media accounts with little or no activity will be closed by the Communications Department.   | College-affiliated social Media Coordinator   |
| 9. | Should a social media account holder be contacted by a member of the accredited media about a post or comment on a social networking site, the account holder should refrain from responding and contact the Communications and Public Relations Department. | College-affiliated social media account holder  |

## SUPPORTING DOCUMENTATION

[AC Social Media Webpage](#)

[10 Social Media Tips For Employees](#)

## RELATED POLICIES

AA23 Copyright

AD02 Freedom of Information and Protection of Privacy

AD09 College Corporate Image

HR18 Employee Code of Conduct

## RELATED MATERIALS

[Brand Identity Guidelines](#)

[https://www.algonquincollege.com/acmarketing/files/2020/01/ACGraphicStandards\\_January2020\\_RGB.pdf](https://www.algonquincollege.com/acmarketing/files/2020/01/ACGraphicStandards_January2020_RGB.pdf)

[Terms of Use Agreement:](#) Computing, network & telecommunications resources

<http://www.algonquincollege.com/its/files/2012/10/Revised-Terms-of-Use.pdf>