

TITLE: SOCIAL MEDIA

POLICY STATEMENT:

Effective and responsible use of Social Media can play a powerful role in supporting teaching and learning and in building connections with learners, stakeholder groups, and the communities that Red Deer College (RDC) serves. RDC has developed this policy to ensure that its students, faculty, staff, and stakeholders benefit from the opportunities offered by Social Media, while protecting the College reputation and brand and the professional reputations of its employees.

PURPOSE:

This policy guides Social Media use at RDC and set standards of quality for Official Accounts to ensure their relevance to the College's primary goals of teaching and learning and its mandate as a Comprehensive Community Institution. The policy outlines processes for creating and monitoring Official Accounts. It establishes standards of practice for members of the College community who use Social Media in a professional or scholarly capacity.

SCOPE:

This policy applies to RDC staff, faculty, contractors, student societies, and volunteers who use Social Media platforms or any other social networking tools in connection with or representation of RDC.

PRINCIPLES:

1. Policies at RDC:
 - 1.1. Treat all persons fairly and respectfully.
 - 1.2. Are non-discriminatory and non-intrusive.
 - 1.3. Incorporate open, honest and timely communication.
 - 1.4. Are made in a timely manner.
 - 1.5. Provide appropriate confidentiality and privacy.
 - 1.6. Provide appropriate access to the College and education.
 - 1.7. Ensure that all persons have access to informed support regarding policies, procedures, rights and responsibilities.
 - 1.8. Operate with clear written expectations for conduct and handling of complaints.
 - 1.9. Meet all regulatory standards.
 - 1.10. Maintain and clearly state a high standard of instruction and administration in all areas of educational programs and services.
 - 1.11. Are communicated in alternate forms to those who require such accommodation.

2. The following principles apply specifically to this policy:
 - 2.1. The use of Social Media at RDC complies with provincial and federal laws and regulations (e.g. Copyright Act) and all applicable College policies.
 - 2.2. All uses of Social Media follow ethical and professional standards.

DEFINITIONS:

Account Naming Convention: provides a frame of reference that allows the audience to determine an account's affiliation or connection to the institution based on the name of a page or account.

Confidential Information: information reasonably expected to cause harm to an individual or the College if disclosed. This includes, but is not limited to:

- Personal information as defined by the Alberta Freedom of Information and Protection of Privacy (FOIP) Act, with respect to an individual (including students, employees, donors, other stakeholders, etc.)
- 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
- Legal information, matters, and advice that are not public knowledge
- Financial information that would not be available in the annual report
- Business processes and contractual agreements with vendors, third parties, consultants
- Information related to intellectual property (e.g. course evaluations, program proposals)

Official Accounts: Social Media accounts representing RDC, its brand, services, departments, divisions, programs or Schools. These accounts are created by College Schools, divisions or departments to transmit information, promote events, and assist in student recruitment and retention.

Personal Accounts: Social Media account intended for personal social networking.

Principle Institutional Accounts: Social Media accounts representing Red Deer College as a whole, including transmitting information, promoting events, and assisting in student recruitment and retention. These accounts are created and managed by RDC's Marketing & Communications department.

Professional Accounts: Social Media account designed to present an individual's scholarly work, course activities and/or professional interests. It may mention an affiliation with the College; however, views and content shared or created are not intended to reflect the views and values of the institution.

Social Media: any online platform intended for social networking through user-generated content and/or commentary and dialogue.

GUIDELINES:

1. The individuals covered within the scope of this policy publish or comment via Social Media in accordance with this policy.
2. All Official Accounts meet the terms of this policy.
3. The personal Social Media profiles or communications of members of the College community must not give the impression that they represent RDC.

4. Faculty or staff wishing to represent their research or professional interests related to their employment at RDC include the appropriate disclaimers and Account Naming Conventions on their chosen Social Media platforms.
5. Since Social Media content—whether posted on Official, Professional, or Personal Accounts—can be widely retransmitted, all online social networking is ultimately public activity. RDC employees are therefore asked to consider the possible repercussions for the institution and their careers of all their Social Media activity.
6. Employees who use Social Media in a manner that damages the reputation of the institution or compromises employment relationships may be subject to disciplinary action up to and including dismissal. Damaging use of Social Media may include, but is not limited to: discriminatory comments, harassment, or breaches of confidentiality.
7. This policy respects academic freedom and aligns with RDC's policy on the subject.

PROCEDURE:

1. The Marketing & Communications department creates and manages RDC's Principle Institutional Accounts.
2. Schools, divisions, or departments may establish and moderate their own Official Accounts when the Principle Institutional Accounts do not meet their needs. Marketing & Communications provides support and guidance for the creation, management and best practices of these Official Accounts.
 - 2.1. Each account shall have a minimum of one account administrator who will be responsible for the account.
 - 2.1.1. Marketing & Communications is provided with the name of the primary administrator (who must be a College employee) and notified of any changes in administrators.
 - 2.1.2. Administrators are responsible for regularly monitoring their Social Media accounts, in accordance with the *RDC Social Media Guidebook*.
 - 2.2. The Marketing & Communications department must have joint administrative access to each Official Account.
 - 2.2.1. Marketing & Communications will only access accounts in limited circumstances, as approved by the appropriate Senior Administration Team member, in order to:
 - 2.2.1.1. Remove content that is unlawful or in contravention of RDC policies.
 - 2.2.1.2. Terminate an account that has become inactive when the administrator is unable to do so him/herself.
3. All Official Accounts must be approved by the appropriate Senior Administration Team member and the Marketing & Communications department.
 - 3.1. New accounts require these approvals in advance of the account being made public.
 - 3.2. Existing accounts must obtain these approvals as soon as possible after the effective date of this policy.
4. Content on Official Accounts relates to College activities or interests.

5. All College branding used on Official Accounts, such as logos and graphics, complies with RDC's Brand Standards Manual.
6. All employee contributors respect copyright and the terms of service and conditions of use of the Social Media platform in question.
7. Confidential Information must not be shared on Social Media accounts.
8. The posting of photos or videos of students or employees on Official Accounts complies with privacy legislation and RDC policy.
9. Official Accounts adhere to the best practices outlined in the *RDC Social Media Guidebook* available on TheLoop and on the Policies webpage.
10. Faculty and staff who wish to have a Professional Account reflecting their affiliation with RDC are asked to consult Marketing & Communications for requirements and expectations related to account names, disclaimers and the like.
11. Individuals, Schools, divisions, or departments seeking to contribute content to RDC's Principle Institutional Accounts are invited to contact the Marketing & Communications department.

OFFICER RESPONSIBLE: VP Corporate

RECOMMENDING AUTHORITY: Service Council, upon recommendation from Deans' Council

POLICY CATEGORY: Non-academic

CONSULTATION FOR REVIEW: Deans' Council, Service Council, Marketing & Communications department

POLICY REVIEW DATE: June 2020

EFFECTIVE DATE: July 1, 2017

REVISION HISTORY: November 1, 2013
July 1, 2017

RELATED POLICIES:

- [Academic Freedom](#)
- [Brand Standards](#)
- [Communication and Information Systems Acceptable Use](#)
- [Conflicts of Interest and Mandatory Disclosure](#)
- [Copyright Materials Acceptable Use](#)
- [Harassment and Discrimination](#)
- [Information Access and Protection of Privacy](#)
- [Intellectual Property](#)
- [Media Relations](#)
- [Sales, Canvassing, Promotion, and Advertising on Campus](#)
- [Scholarly Activity Policy](#)

CONNECTION TO BOARD POLICIES:

All RDC policies support relevant Board of Governors policies.