A. Background and Definitions

Social media offers an exciting means to stay connected, informed and engaged. New apps and sites are evolving on a daily basis, meant to bridge the gap on personal and professional levels. College staff have the opportunity to connect with users from across the globe, with a focus on collaboration, information sharing and creative expression. As the use and reach of social media continues to expand it is essential to the protection of the college and its brand to better manage its utilization.

**Account Lead:** An employee of the College that oversees the secondary social media account within their area, and is responsible for posting and engaging with their followers.

**Primary Account:** The primary page on each social media outlet that represents the College overall (versus individual departments, programs, or Teaching Enterprises)

**Secondary Account:** A social media account that is managed by a department, program, or teaching enterprise, and is College affiliated.

**Social Media** refers to websites and applications that enable users to create and share content or to participate in social networking or communications. Social Media brings different forms of electronic communication (such as Web sites) through which people create online communities to share information, ideas and personal messages and other content (such as videos or pictures)

B. Purpose

To assist college employees in the appropriate use of Social Media in connecting with other Niagara College administrators, faculty, staff, students, alumni and College stakeholders.

To foster a social culture of positive values, morals, respect, and a demonstrated approach to common sense when posting on line to ensure adherence to our brand standards.

C. Policy Statements

1. Ensure that the creation and management of primary and secondary accounts utilize the College name, logo, and other branding elements in an appropriate manner
POLICY GROUP: NC400 - Advertising, Marketing & Promotion, Commercial Activities

POLICY TITLE: Social Media

2. Prior to launching any social media account, an employee must seek approval from their supervisor (administrative staff member), identifying the rationale and purpose for the account.

3. The Marketing department must be consulted on all social media accounts, with final approval being the responsibility of the Marketing Manager.

4. All employees must adhere to the relevant Niagara College policies to ensure accuracy, safety and respect when communicating online.

5. Consideration must be made for copyright and intellectual property, confidentiality, the impact on college resources, and accessibility requirements.

D. Related Documents

Procedure: Social Media