

| Procedure Information | |
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| Related to Policy No: | AD-CO-4.09 |
| Approving Body: | Executive Committee |
| Approval Date: | January 25, 2023 |
| Executive Responsible | Executive Director Communication Services |
| Administrator Responsible: | Executive Director Communication Services |
| Date of Next Review: | January 2028 |

SOCIAL MEDIA ACCOUNTS PROCEDURES

Definitions

Account administrators

Communication Services department staff responsible for overseeing and monitoring the use of all CNC social media accounts. Account administrators ensure all content is consistent with the College's overall communications and social media strategy.

Account moderators

CNC employees responsible for developing content and posts relevant to the account's audience and responding to questions and inquiries.

CNC social media account

Any social media account that is affiliated to the college, uses the college name or logo, and communicates about college activities. For the purposes of this policy, Facebook groups are considered social media accounts.

Social Media

Social media in this policy is broadly defined as internet-based applications and social networking sites, including but not limited to, Facebook, Instagram, LinkedIn, Twitter, YouTube, and TikTok.

Procedures

1. Social media accounts oversight
 - 1.1. Communication Services department oversees all official CNC social media accounts and is responsible for:
 - 1.1.1. marketing campaigns and advertising;
 - 1.1.2. moderating the main CNC social media accounts on various platforms;
 - 1.1.3. developing social media content related to institution wide initiatives and events; and
 - 1.1.4. reviewing and approving requests for CNC social media accounts.

2. Requests for social media accounts

- 2.1. Requests for new CNC social media accounts are submitted to Communication Services via email to communications@cnc.bc.ca.
- 2.2. Campus, program, or department specific CNC social media account requests are considered by the Communication Services department and may be approved by the Director if there is a demonstrable need for a social media account.
- 2.3. All requests require approval by the Communication Services Director prior to any CNC social media account being created.

3. Account moderation

- 3.1. Each CNC social media account must have one designated account moderator.
- 3.2. Account moderators will participate in social media training to ensure posted content is consistent with the College's overall communications social media strategy and complies with privacy legislation.
- 3.3. Account moderators will post regular content and monitor the social media account for questions and inquiries.
- 3.4. If an account has been inactive for more than one month, account administrators will notify the account moderator of the inactivity and determine if deactivation or deletion is required.
- 3.5. Requests to add or change account moderators will be submitted to and approved by Communications Services.

4. Guidelines for social media content

- 4.1. All branding on CNC social media accounts, such as logos and graphics, will follow CNC's Brand Guidelines.
- 4.2. Content on CNC social media accounts will be relevant to the College community.
- 4.3. All moderators will respect copyright, and the terms and conditions of the social media platform in use.
- 4.4. Materials posted online should be CNC property, in the public domain, have a Creative Commons license, or fall under fair use. For all other instances, permission will be sought from the copyright holder.
- 4.5. If there is reason to believe the use or content of a CNC social media account is unlawful or contravenes CNC's policies or values, Communications Services will notify the appropriate account moderator to address the issue.
- 4.6. Social media accounts which have not been approved by or administrated by Communications Services must not use CNC brand images or CNC logos.
- 4.7. Accounts in contradiction to this policy will be reported to the social media platform with a request to have the account removed.

5. Privacy

5.1. All photos or videos of students or employees posted on CNC social media accounts will comply with privacy legislation and the Freedom of Information and Protection of Privacy policy AD-CO-4.14.

5.1.1. Consent must be obtained from individuals before their recorded image is posted on social media.

5.1.2. Photo consent forms are available from the Communication Services department.

6. Crisis or emergency communication

6.1. In the event of an emergency or crisis situation, account administrators and moderators of CNC social media accounts will share only official information provided by the primary College of New Caledonia social media account. Sharing information found online or not approved by CNC may lead to false or confusing information spreading online.

6.2. CNC social media accounts will delete or postpone any previously scheduled posts during an emergency or crisis situation.

Links to Other Related Policies, Documents, and Websites

Social Media Accounts AD-CO-4.09

Acceptable Use of CNC Information Technology AD-IT-6.02

CNC Brand AD-CO-4.12

Freedom of Information and Protection of Privacy AD-CO-4.14

Forms

Photograph and Interview Release Form

Procedure Amendment Log

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| 0 | April 26, 2018 |
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| 2 | |