

Policy Information	
Policy No:	AD-CO-4.09
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Executive Responsible	Executive Director Communication Services
Administrator Responsible:	Executive Director Communication Services
Date of Next Review:	January 2028

SOCIAL MEDIA ACCOUNTS

Policy Statement

This policy provides guidance for the creation, administration, and use of College of New Caledonia ("CNC" or "the College") social media accounts. It also provides direction to support the effective use of social media, and to enhance and protect the college's reputation and online presence.

Purpose / Rationale

The College of New Caledonia supports the use of social media to connect with and listen to important audiences, such as prospective and current students, faculty, staff, parents, alumni, the college community, and other interested parties. Social media platforms are powerful communications tools that can have a significant impact on the college's reputation.

CNC social media accounts are a communication tool that extends the college's marketing, communications, and customer service model. Accordingly, it is important that CNC social media accounts present a consistent brand message across all platforms.

Scope / Limits

This policy applies to all CNC social media accounts and to all those who represent the College using a CNC social media account.

CNC social media accounts are accounts that are affiliated to the college, use the College name or logo, and communicate about college activities. They are referred to in this policy as "CNC social media accounts."

Principles / Guidelines

1. Communications Services oversees the College's social media strategy and all CNC social media accounts.
2. All CNC social media accounts will be administered by an employee within Communications Services.
3. The College limits the number of CNC social media accounts to ensure a consistent brand message and institutional voice.

4. The College respects an individual's right to privacy and access; all CNC social media accounts will comply with the BC Freedom of Information and Protection of Privacy Act (FIPPA).
5. The College respects intellectual property; all CNC social media accounts will comply with copyright laws and seek to give credit to original content creators.

Legislative and Collective Agreement References

[BC Freedom of Information and Protection of Privacy Act](#)

Links to Other Related Policies, Documents and Websites

Social Media Accounts Procedures AD-CO-4.09

Acceptable Use of CNC Information Technology Policy AD-IT-6.02

CNC Brand Policy AD-CO-4.12

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

Respectful Workplace Policy AD-HR-1.10

Policy Amendment Log

Amendment Number:	Date:
0	April 26, 2018
1	January 25, 2023
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