



College of the North Atlantic

Social Media Guidelines

The Social Media Use Guidelines summarize communications and operational requirements to outline participation in social media as students and employees as well as private citizens. These guidelines apply to all students and employees associated with College of the North Atlantic (CNA), including others acting on behalf of CNA, such as contractors hired for a specific project or timeframe.

Social media refers to publicly-accessible CNA and third-party-hosted sites. This includes, but is not limited to, social networks, video and photo file sharing, social bookmarking, blogs, podcasting, wikis and other similar social media.

Benefits of the use of social media by CNA may include timely dissemination of information to the public; increased public awareness of programs; increased traffic to a website; enhanced collaboration and networking; and, additional avenues to obtain feedback.

Communications and Operational Considerations

Social media use must directly support communications and departmental objectives in a positive, measurable way. The use of social media should address a need; social media use is not suitable in all situations. It is also important to consider the resource implications of monitoring and maintaining social media sites.

Communications and Marketing Objectives

- Communication plans and/or marketing objectives should align with CNA's overall strategic plan.
- As with other CNA-produced media, social media sites must use the CNA brand in accordance with the graphic standards, which outline the proper usage of the brand signature (i.e. colour, font style, size, and placement).
- Consideration should include the ability of the social media channel site(s) to reach the target audience.

Content

- The date or criteria (i.e., after a certain period of inactivity) upon which the content and use of the site will be reviewed or discontinued/removed should be established.
- Ensure there is enough content of interest to provide a steady flow of information.
- Information should be timely and relevant; stale information can be more problematic than no information.
- Information should be appropriate and accurate.

Support

- Most social media technologies are currently in the public domain and do not belong to CNA; therefore, a review of any support arrangement, privacy statements and any pertinent documentation, such as Terms of Service, must be done prior to the use of social media.

Resources

- Consider resources required to create content and monitor social media tools. Regular monitoring and updating are crucial to successful social media use.
- While the use of most social media tools, with the exception of in-house applications, does not have an associated cost, it cannot be considered “free.” The cost will be the time and resources required to monitor and administer the tools being used.

Monitoring

- A process to deal with feedback, both positive and negative, is required, as well as an approval process established prior to posting responses.
- It is important to regularly use analytics to determine whether particular social media channels are a productive use of time and resources.

Maintaining social media sites:

- Content posted should be either information that is appropriate for routine public dissemination or information that has been approved for publication or dissemination by the Marketing, Communications and Recruitment Department.
- Authorized content providers responsible for posting and monitoring information should:
 - Review all user-created content before it is posted to the public-facing social media channel site, if the social media tool allows, or as soon as possible after it is posted;
 - Where possible, modify display settings so that user-created content is off the primary landing page; and,
- Remove abusive, hateful, or defamatory comments or content, including information that jeopardizes the privacy of others.

Re-use of CNA Content

- CNA images, video and other content posted to social media sites can, and likely will, be downloaded and re-used in other ways on other sites, altered or re-posted to the same or other sites. This should be considered when posting all content.

Accessibility of Information

- Users of the social media sites should be able to readily and easily access necessary and important information regarding CNA programs, sites, facilities, services and policies, without having to register.

Information Management and Information Technology (including records management and security risks)

- It is important to note that content posted by CNA, or a member of the public, to a third-party social media site is managed entirely by the site operator according to its established Terms of Use.
- Departments should ensure that the Marketing, Communications and Recruitment Department is involved in developing their approach to posting social media content.
- It is important for departments to determine how social media postings considered to be official CNA records will be retained.

Access to Information and Protection of Privacy

The collection of identifiable personal information from a social media site and the subsequent use, disclosure and management of that information by CNA employees is subject to the privacy protection provisions of the **Access to Information and Protection of Privacy Act (ATIPPA)**.

While CNA entities may scan or monitor published information available on social media sites, they will not attempt to identify the specific author or contributor of information or content unless authorized or permitted by law to do so.

Available web tools or services may be used to obtain non-identifying anonymous, aggregate or statistical information concerning CNA programs, services or marketing efforts from social media sites.

Legal liability, copyright, and intellectual property

Any content placed upon social media sites by CNA employees should be owned by CNA, or if licensed to CNA, should contain provisions which would allow CNA to provide worldwide, fee-free, non-exclusive licences to third parties in perpetuity.

Individuals or groups whose works may be posted to social media sites must be informed of this possibility so that they may waive their rights.