



Northlands College Policy Social Media

POLICY STATEMENT

Northlands College strives to maintain a positive image, and has adopted this policy to ensure that our staff members are aware of their responsibility to maintain a positive image as a representative of our organization. This policy is designed to provide all Northlands College employees with guidelines regarding the appropriate use of College social media accounts. Northlands College employees that maintain personal social media pages are expected to comply with the guidelines set out within this policy.

DEFINITIONS:

Social Media: forms of electronic communication through which users create online communities to share information, ideas, personal messages, and other content (Merriam-Webster Dictionary).

GUIDELINES

College Social Media Accounts

Employees may not disclose confidential information on any of Northlands College's social media sites. The disclosure of confidential information without prior authorization may result in disciplinary action as outlined in article 18.2 of the collective agreement.

Northlands College employees will be held responsible for what they write or post on any of Northlands College's social media sites. Inflammatory comments, disparaging remarks, or negative/inappropriate language or posts are not permitted.

Northlands College employees are directed not to engage in discussions regarding legal issues in which the College is involved, or government issues related to the College and our industry without prior approval from management.

Employees are required to respect copyrights and never post text, images, or video created by someone else without proper attribution and/or authorization and are to contact the Marketing Department for the appropriate consent agreement form. If employees have questions about copyright law and/or the usage of certain media, they may contact the Marketing Department.

In the event that a Northlands College staff member discovers any group(s) that users have formed to discuss the College, its products, or services, employees are requested to bring them to the attention of their Director.

Personal Social Media Accounts

Employees are expected to conduct themselves professionally both on and off duty. Where a staff member publically associates with the College, all materials associated with their page may reflect on



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the College. Please be advised that inappropriate comments, photographs, links etc. should be avoided.

Public posts involving the following will not be tolerated and will be subject to discipline:

- Confidential information;
- Discriminatory statements or sexual innuendos regarding clients, co-workers, management, or students;
- Defamatory statements regarding the College, its employees, or clients.

Northlands College staff are prohibited from speaking on behalf of the organization, releasing confidential information, releasing news, or communicating as a representative of the College without prior authorization to act as a designated Northlands College representative.

This policy is not intended to interfere with the private lives of our staff members, or impinge their right to freedom of speech. This policy is designed to ensure that Northlands College's image and branding are maintained, and remain positive.

Policy Originated: February 2017	Approved by: President & CEO
Last Approved: January 2018	Signature: 