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| Policy Title: | Social Media Account Management |
| Policy ID: | 1-116 |
| Manual Classification: | Section 1: College Policies |
| Approved by Board of Governors (BoG): | December 10, 2025 |
| Effective Date: | December 11, 2025 |
| Next Policy Review Date: | December 2028 |
| Contacts for Policy Interpretation: | Associate Vice President, Marketing, Communications and Advancement |

1.0 - Policy Overview

Fleming College (“the College”) recognizes the growing importance of social media in how we interact with students, applicants and the wider community in which we work and learn. The College understands that social media has the potential to impact both positively and negatively the College’s reputation and perception within the College Community and beyond.

2.0 - Purpose

The purpose of this policy is to ensure proper and consistent use of social media across all platforms for affiliated or official college accounts including moderation of comments and interactions.

The policy is further intended to clarify expectations for personal social media use by College Personnel

3.0 - Definitions and Acronyms

Board of Governors (BoG): The authority to govern Sir Sandford Fleming College is given to the Board of Governors through the Ontario College of Applied Arts and Technology Act, 2002, Ontario Regulation 34/03, Ministry Binding Policy Directives, and further outlined in the Board of Governors Bylaw 1.

Brand Standards: The College’s visual identity as outlined in the Brand Standards Manual.

College Affiliated Account: Accounts managed by departments other than Marketing and Communications which represent a specific department, campus or other unit.

College Community: Any person who studies, teaches, conducts research at or works at, or under, the auspices of the College and includes without limitation, employees or contractors; appointees (including volunteer board members); students; visitors; and any other person while they are acting on behalf of, or at the request of the College.

College Personnel: All individuals with a contractual or employment relationship with the College including but not limited to full-time, part-time, and temporary employees, members of the Board of Governors, officers, volunteers, and third-party contractor personnel.

Official College Account: Accounts managed by the Marketing and Communications department that represent the College as a whole.

Personal Social Media Account: Account intended for personal use of College Personnel and is not an official or affiliated college account.

Social Media: forms of electronic communication such as websites for social networking and microblogging through which users create online communities to share information, ideas, personal messages, and other content including images and video. Examples of social media platforms include but are not limited to; Facebook, Instagram, X, TikTok, Reddit, Snapchat, YouTube.

Social Media Account: Account for the use of a social media platform, examples include but are not limited to Facebook, Instagram, X, TikTok, Reddit, Snapchat, YouTube.

4.0 - Scope

This policy applies to all College Personnel. The Associate Vice President of Marketing and Communication and their team are responsible for oversight, management of and compliance with this policy.

5.0 – General Principles

1. The use of social media platforms should be consistent, prioritize institutional reputation and reflect the College's Brand Identity Standards across every touchpoint, internal and external.
2. Any social networking activities affiliated with the College's brand must be clear, concise, relevant to the institution, and follow the College's Brand Guidelines Social Media Policy.
3. Personal social networking activity by College Personnel on Personal social media Accounts is subject to the College's *Harassment and Discrimination Prevention and Response Policy*.
4. College Personnel should endeavor to ensure it is clear that views and opinions expressed by them on their Personal Social Media Accounts are those of the individual, and do not necessarily reflect the College's views or positions.
5. College Personnel using social media accounts for academic purposes must ensure the social media use aligns with the stated learning outcomes of the course and/or learning activity, communicate why and how social media tools are to be used and what is expected from students.

5.1 – Management of Official and Affiliated College Accounts

a) Creation of Official and Affiliated College Social Media Accounts

No official or affiliated social media accounts will be created without the oversight and approval of the Associate Vice President, Marketing and Communications. All approved accounts will be tracked by the Digital Marketing Strategy Manager

b) Administration of Official and Affiliated College Social Media Accounts

Daily administration of official social media accounts will be undertaken by the Digital Marketing Specialist under the oversight of the Digital Marketing Strategy Manager.

Affiliated social media accounts will be administered by staff members approved by the AVP Marketing and Communications. Areas of the College seeking to promote events or activities on Official or Affiliated College accounts will fill out a [marketing request form](#).

All official and affiliated social media accounts will adhere to brand standards as outlined in the Brand Standards Manual.

In cases of emergency or inclement weather, the Facebook, Instagram and X accounts will be used in conjunction with the FlemingSafe app to provide timely information and updates. All accounts must be password protected and connected to a College email, accessible only to their direct administrator and their supervisor.

c) Account creation

Administrators of new accounts will need to obtain permission from Marketing & Communications prior to creating a social media account for use on behalf of any College academic, service or administrative department, including the College's logo or other brand assets.

Approved College-affiliated social media accounts will be tracked by the Marketing & Communications department.

Login credentials of all affiliated accounts will be provided to the Marketing and Communications department. If the credentials are updated overtime, it will be incumbent on the account administrator to provide the new credentials to Marketing and Communications.

d) Content and Moderation

The College is a welcoming place for all, all content posted to Official and Affiliated social media accounts will reflect this, will adhere to the College 3-300 Code of Conduct and all college policies, provincial and federal laws and any regulations established by the social media platform being used.

Content published by Official and Affiliate Accounts will comply with the Accessibility for Ontarians with Disabilities Act (AODA) standards as a part of the College's commitment to accessibility and inclusion wherever possible.

All content posted to Official or Affiliated College accounts will respect copyright and fair use laws. Written consent must be obtained before posting videos, photos, quotes or other personal media to Official or Affiliated accounts.

The College reserves the right to remove comments or interactions with Official and Affiliated social media content which violate 5-506 Student Rights and Responsibilities, 3-300 Code of

Conduct, 3-311 Harassment and Discrimination Prevention and Response, 3-343 Sexual Violence Prevention, and 6-601 Appropriate Use Policy.

College accounts are monitored between the hours of 8:30am - 4:30pm Monday to Friday excluding statutory holidays, and a shut down period correlating to the Christmas and New Year holidays. Comments or interactions which violate the above-mentioned policies that occur outside of those hours will be dealt with as soon as is possible.

Negative or damaging comments which do not violate any of the above are to be reported to Digital Marketing Strategy Manager and managed in a timely manner. Where content may constitute a threat of harm, the Digital Marketing Manager is to report the incident to the Associate Vice President, Marketing and Communications.

Official and Affiliated College accounts are never to be used for:

- Conducting operational business transactions on behalf of the College;
- matters pertaining to personal information about any member of the College Community, such as enrollment status, employment records, etc.;
- matters which breach confidentiality;
- expressions of private or personal opinions; and
- expressions of political activity.

Individuals who use Official or Affiliated College accounts for these reasons may be subject to disciplinary action as laid out in College policies.

5.2 – Personal Use of Social Media Accounts

a) Personal Use

The College respects the right of College Personnel to engage with social media in their private lives. College Personnel who use their Personal Social Media Accounts to discuss matters related to the College, are urged to consider the content they post regarding:

- Intentionally or otherwise misrepresenting the College's interests and decisions;
- acting in such a way as to imply they are representing the College when making statements or expressing opinions;
- comment or conduct that is potentially harmful to members of the College Community, such as harassment or discrimination;
- breaches of confidentiality and privacy;
- engaging in posting or spreading false and misleading information regarding the College; and
- unfairly damaging the College's reputation and/or undermining the trust required in an employment relationship.

College Personnel must be cognizant of, and comply with relevant policies, standards, laws and regulations which guide their work. All College Personnel are accountable for their actions, and breaches of the 3-300 Code of Conduct and/or any other College policies may lead to administrative or disciplinary measures taken, up to and including termination of employment.

b) Conduct with Students on Personal Social Media Accounts

As a part of professional practice, College Personnel are only to communicate with students using their College email or phone number regarding any matters of business to the College.

College Personnel are to maintain professional boundaries with students where they are in a position to confer, grant or deny a benefit or advancement to that individual. This includes College Personnel not adding, “friending” or otherwise engaging with current students on social media platforms. This does not govern personal relationships that existed prior to a student’s enrolment, though such relationships may give rise to conflicts of interest and College Personnel must adhere to 3-300 Code of Conduct in all respects.

Maintaining a professional relationship with students ensures that appropriate boundaries are respected by both the student and the College Personnel. Students and College Personnel who do not maintain an appropriate professional relationship may be subject to disciplinary or academic sanction either under Student Rights and Responsibilities, Code of Conduct, Harassment and Discrimination Prevention and Response Policy and/or other College policies.

6.0 - Related Documents

- FIPPA - *Freedom of Information and Protection of Privacy Act* R.S.O. 1990 c. F. 31
- Accessibility for Ontarians with Disabilities Act
- [College Code of Conduct](#)
- [Brand Standards Manual](#)
- 3-300 Code of Conduct
- 3-311 Harassment and Discrimination Prevention and Response
- 3-343 Sexual Violence Prevention
- 5-506 Student Rights and Responsibilities
- 6-601 Appropriate Use Policy

History of Amendments/Reviews

| Date Approved | Approved By | List of Approved Amendments / Review |
|----------------------|--------------------|---|
| Dec 10, 2025 | Board of Governors | NEW |