

<b>Procedure Title:</b>	Social Media
<b>Procedure ID:</b>	#OP 6-601B
<b>Manual Classification:</b>	Section 6 – Information Technology Services
<b>Linked to Policy:</b>	#6-601 Information and Communications Technology (ICT) Appropriate Use
<b>Approved by Senior Management Team:</b>	September 15, 2021
<b>Revision Date(s):</b>	N/A
<b>Effective Date:</b>	October 1, 2021
<b>Next Review Date:</b>	September 2024
<b>Contacts for Procedure Interpretation:</b>	Chief Technology Officer Vice President, Economic and Community Development

## **1.0 – Purpose**

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The purpose of the procedure is to provide guidance for appropriate employee use of social media. This procedure is designed to ensure that any and all interactions on behalf of Fleming College (**the College**) social media accounts represent the College’s best interests by providing employees with a clear understanding of how current laws and College policies apply to social media.

## **2.0 – Scope**

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Social media is broadly understood for the purposes of this procedure to include blogs, wikis, microblogs, message boards, chat rooms, electronic newsletters, online forums, social networking sites, and other sites and services that permit users to share information with others.

The following procedure applies to professional use of social media on behalf of the College. The social media activity of individual employees via personal accounts may also reflect on the College and affect the College’s interests, and is therefore subject to College Policy #6-601, *Information and Communications Technology (ICT) Appropriate Use*, whether or not such activity relies on ITS resources. An employee’s inappropriate personal social media activity that reflects negatively on the College could result in investigation and, in some cases, disciplinary measures.

## **3.0 – Procedure**

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When using social media, either professionally or personally as it relates to the College,

employees are expected to follow the same behavioural standards in the online world as they would in the physical one. The same laws, policies, professional expectations and procedures for interacting with students, parents, alumni, donors, media, and other college stakeholders apply online as in the physical world.

Our decisions and actions in the use of social media must reflect the Values of the College.

### **3.1 – College-sponsored social media**

If you are a contributor on a College-sponsored social media account or use social media in the working and learning environment, the following must be adhered to:

- a) Any content posted to a social media site could encourage comments or discussion of opposing ideas. Responses should be considered carefully in light of how they would reflect on the poster and/or the College. If employees have any questions regarding how to respond to a particular post, employees should discuss the issue with management prior to posting.
- b) If employees encounter a situation while using social media that threatens to become antagonistic, employees should disengage from the dialogue in a polite manner and seek the advice of a supervisor.
- c) Posts on social media sites must protect the College's institutional voice by remaining professional in tone and in good taste. No individual College employee or department unit shall construe their corporate-sponsored accounts as representing the College as a whole.
- d) College employees will be held responsible for what they write or post on any of the College's social media pages.
- e) Any College-sponsored social media accounts must adhere to existing brand standards. Any imagery created using the Fleming College logo must go through brand approval prior to use.
- f) If your Department or School would like to create a social media page, contact the Marketing Department. Accounts created outside of the approval process will be contacted directly and requested to close the account.
- g) All paid advertising on social media is run through the Marketing Department.
- h) Social media networks, blogs and other types of online content sometimes generate press and media attention or legal questions. Employees should refer these inquiries to authorized College spokespersons.
- i) Employees must read, understand and acknowledge the Terms of Service of any

social media platform employed. Employees should direct any questions they may have about the Terms of Service of any social media platform employed to their supervisor.

- j) In the event of a crisis, social media will be among the primary channels for communicating with students, staff and the community through flagship Fleming College accounts. In a crisis, all communications via social media will be managed by the Communications Department. No posts should be shared in the event of a school closure or crisis on college-sponsored social media accounts without the express approval of the Communications Department.

### **3.2 – Confidentiality**

- a) Employees are not to publish, post or release any information that is considered confidential or proprietary. If there are questions about what is considered confidential, employees should check with their supervisor and/or the Privacy and Policy Officer. The disclosure of confidential or proprietary information without prior authorization may result in immediate termination.
- b) In accordance with College Policy #1-111, *Access to Information and Protection of Privacy* and College Policy #1-112, *Information Practices Related to Personal Health Information* and pursuant to Ontario's *Freedom of Information and Protection of Privacy Act* (FIPPA) and *Personal Health Information Protection Act* (PHIPA), employees must never post personal information or personal health information about Fleming students, prospective students, employees, donors, or alumni.
- c) Employees are directed not to engage in discussions regarding other post-secondary institutions, legal issues in which the College is involved, or government issues related to the College and the post-secondary sector without prior approval from management.

### **3.3 - Copyright**

- a) Employees are required to respect copyrights and never post text, images or video created by someone else without proper attribution and/or authorization. If employees have questions about copyright law and/or the usage of certain media, they should refer to College Policy #9-904, *Intellectual Property and Copyright*.
- b) Employees should get appropriate permission before they refer to or post images of current or former employees, members, vendors or suppliers. Additionally, employees should get appropriate permission to use a third party's copyrights, copyrighted material, trademarks, service marks or other intellectual property. For additional information, please contact the Marketing Department.

### **3.4 – Personal social media use/online presence**

- a) Employees must not present themselves as a spokesperson of the College unless they are authorized to do so. An employee should never associate their personal social media with a college-sponsored account. Use of the Fleming logo or any other College image or iconography must be approved by the College. Fleming's name should never be used to promote a product, cause, political party or candidate.
- b) If an employee identifies themselves as a Fleming College faculty or staff member online, it must be clear that the views expressed are not necessarily those of the institution.
- c) Employees should be aware of the effect their actions may have on their reputation as well as the College's image. Employees must consider what could happen if a post becomes widely shared and how that may reflect on both themselves and the College.
- d) Employees should be aware that the College may observe content and information made available by employees through social media. Employees should use their best judgment in posting material, avoiding material which is inappropriate or harmful to the College, its students, or partners.
- e) Use of social media while on the job is reserved for College related communications and in accordance with College Policy #6-601, *Information and Communications Technology (ICT) Appropriate Use*.
- f) Subject to applicable case law and jurisprudence, after-hours online activity that violates College Policy #6-601, *Information and Communications Technology (ICT) Appropriate Use*, College Policy #1-111, *Access to Information and Protection of Privacy*, and/or College Policy #3-344, *Conflict of Interest*, or any other applicable College policy may subject an employee to disciplinary action or termination.
- g) In the event that an employee discovers any group(s) that users have formed to discuss the College, its administration or services, employees are requested to bring them to the attention of management.

### **3.5 – Compliance and Enforcement**

- a) All college-sponsored accounts, social media account contributors, and those referencing the College on personal social media accounts must act in accordance with the laws and policies referred to below in 4.0 – Related Documents. Any misuse will be addressed through College Policy #6-601, *Information and Communications Technology (ICT) Appropriate Use*.

#### **4.0 – Related Documents**

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- *The Freedom of Information and Protection of Privacy Act R.S.O. 1990 c. F. 31*
- *The Copyright Act*
- *College Policy #6-601, Information and Communications Technology (ICT) Appropriate Use*
- *College Policy #1-111, Access to Information and Protection of Privacy*
- *College Policy #3-344, Conflict of Interest*
- *College Policy #9-904, Intellectual Property and Copyright*

#### **5.0 – History of Amendments & Reviews**

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Approved by Senior Management Team September 15, 2021