



SOCIAL MEDIA PROCEDURE

PROCEDURE #:	900.03.01.01
SECTION:	Engagement
RELATED POLICY:	600.01.01 Acceptable Use
ORIGINAL APPROVAL DATE:	April 24, 2018
LATEST APPROVAL DATE:	April 24, 2018
APPROVING AUTHORITY:	Original Signed by President + CEO

Purpose

This procedure is intended to provide guidance to the ACAD internal community with respect to social media use for the purpose of conducting ACAD business, in accordance with other established ACAD procedures including Code of Conduct, Intellectual Property and Information Technology. This procedure also addresses ACAD's presence on social media channels and the maintenance of its reputation.

Scope

This procedure applies to ACAD students, faculty, and staff engaging social media channels on behalf of ACAD.

Definitions

ACAD visual identity: (Logo, official colours etc.) is governed by ACAD's Brand Standards.

Decommissioning accounts: Closing down and taking an account offline.



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Social Media channel or account:

Social media should be broadly understood to refer to a variety of online communities and includes but is not limited to: blogs, social networks such as Facebook, Twitter, Instagram, Linked In, Tumblr, YouTube, wikis, microblogs, message boards, chatrooms, forums, electronic newsletters, and other sites and services existing and yet to be developed that permit users to share information with others.

Official Accounts:

Accounts that are owned by ACAD for school, department or program. For example, ACAD Continuing Education + Professional Development Facebook.

Mature Minors:

For the purposes of social media, a mature minor is an individual over the age of 14 years old and is able to determine if they can have a photograph taken or not.

Minors:

For the purposes of social media, a minor is an individual 13 years old and younger and requires parental/guardian consent to be photographed.

Procedure

1 Appropriate use of social media

1.1 Users shall:

- 1.1.1 Comply with ACAD Policies and Procedures regarding the use of ACAD social media.
- 1.1.2 Be aware that the data created on ACAD social media remains the property of ACAD.
- 1.1.3 ACAD reserves the right to monitor social media channels on a periodic basis to ensure compliance with the ACAD Social Media Policy.



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2 Inappropriate use of social media:

- 2.1 Users shall not use ACAD social media to:
 - 2.1.1 Create negative impact on ACAD
 - 2.1.2 Violate any laws or participate in a crime or other unlawful or improper purpose
 - 2.1.3 Cause intentional harm or disruption to ACAD, staff, students, faculty or stakeholders
 - 2.1.4 Actively engage in procuring or transmitting material that in violation of the sexual harassment or workplace laws in the user's local jurisdiction
 - 2.1.5 Violate workplace ethics policies
 - 2.1.6 Distribute information classified as Confidential or Internal Use-Protected
 - 2.1.7 Reveal your social media password to others (except the mandatory security requirements requiring registration with C+TS and Communications & Marketing) or allow the use of the account by others not authorized

3 Official Accounts

- 3.1 Official Accounts are owned by ACAD and are best suited for schools, departments and programs. In establishing any official ACAD Branded account, ACAD Communications and Marketing Director must first be informed of the request by the Director/Chair and approve the creation of the channel after evaluating the purpose.

4 Creating New Accounts

- 4.1 Every school/department engaging in a social media channel will assign a social media liaison by emailing the Director, Communications + Marketing.
- 4.2 Before an employee/school/department opens an official ACAD account, a social media checklist (attached to this procedure and available on Infolab) must be completed and submitted for review and approval to the Communications +Marketing Director.
- 4.3 Social Media Liaison's will provide access to the Communication + Marketing Department and C+TS In a secure manner by either a) phoning and providing password verbally or b) texting the pass word information.



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5 Branding New Accounts

- 5.1 All official ACAD social media accounts must clearly identify as an authorized communication channel of ACAD by including “ACAD” in the account name. For example ACAD School of xxxxx.
- 5.2 Abide by branding criteria as outlined in ACAD’s Brand Standards on Infolab.
- 5.3 ACAD logo and visual identity cannot be used without permission.
- 5.4 Branding of new accounts must be approved by the Communications and Marketing Department first, before going live.
- 5.5 If you are alerted by ACAD Communications that you have misinformation or incorrect branding on your site it must be corrected and/or removed immediately.

6 Representing ACAD on Social Media

- 6.1 Respect: Be respectful, polite and patient when engaging in conversations on ACAD’s behalf. Be mindful of making declarations or promises to our community and stakeholders
- 6.2 Think before you post: You must maintain a professional and courteous online presence.
- 6.3 Avoid speaking on matters outside your field of expertise: Be careful not to answer questions or make statements that fall under someone else’s responsibility.
- 6.4 Adhere to ACAD’s policies and procedures: Be aware and follow ACAD Policies and Procedures and also observe laws on copyright, trademarks, plagiarism and fair use.
- 6.5 Never post discriminatory, offensive or libelous content, or comment on this type of post.
- 6.6 Avoid deleting or ignoring comments. ACAD should listen and respectfully reply to criticism. It is good practice to move the conversation offline, by inviting the individual to further discuss their issue with someone who can assist them. Ask them to email or to telephone an ACAD representative ready to listen to and assist them.
- 6.7 Correct or remove any misleading or false content as soon as it is discovered.
- 6.8 Public Sphere: Be mindful that once something is published it is in the public sphere and is difficult to completely erase, even if it is removed from a channel.



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7 Decommissioning Accounts

- 7.1 When ACAD Communications and Marketing have identified a social media channel that threatens ACAD's reputation by being inappropriately in active, redundant or has limited audience participation, it will be decommissioned or repurposed.
- 7.2 Before decommissioning an account the social media liaison must consult ACAD's Communications and Marketing department for approval.

8 Photography for Social Media:

- 8.1 Whenever photos or video is being captured to be used for social media purposes the following guideline must be followed:
- 8.2 Photographer must identify themselves to the individuals being photographed.
- 8.3 Photographer must determine that the subjects being photographed are not Minors.
- 8.4 If the subjects being photographed are Minors they may only be photographed in non-identifying ways; i.e. hands/feet/back of head, unless receiving express written consent from their legal guardian who is present, or having previously signed an ACAD Model and Image Release form, usually gained through a class or program in which they are registered.
- 8.5 Photographer is required to tell the subjects of the photograph that the image may be posted and shared on social media *TODAY*, and ask the subject/s if that is agreeable.
- 8.6 Executed ACAD Model and Image Release forms shall be submitted to the Social Media + Marketing Department, as per Procedure 700.10.: Records Management.

9 Social Media Use during a Crisis or Emergency

- 9.1 In the event of a crisis, providing timely and accurate information to users is critical, and will be managed exclusively by the Communications and Marketing Department.
- 9.2 Crisis-related social media communications is a priority on all ACAD accounts. An emergency or crisis includes but is not limited to:
 - An incident on or off-campus that may put students, staff, faculty and visitors at risk.
 - An incident that threatens to damage ACAD's reputation.



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10 Security

- 10.1 At least one permanent ACAD employee in Communications and Marketing and one permanent ACAD employee in C+TS must have administration access to every official account.
- 10.2 Third party administrators must be removed from the accounts immediately once access is no longer required.
- 10.3 Follow best practices regarding password protection. (See Procedure 200.29.: Acceptable Use).

11 Reporting inappropriate social media use:

Instances of inappropriate social media use must be reported to the Director, Communications and Marketing and Director, C+TS

12 Dealing with incidents and complaints

- 12.1 Social Media is governed by Procedure 200.29.: Information Technology - Acceptable Use Procedure.
- 12.2 If there is evidence to show that these provisions have been violated, progressive remedial action will be taken under the direction of C+TS, in consultation with Communications & Marketing.
- 12.3 Unresolved incidents and disputes will be escalated to the Vice President, Engagement.

13 Consequences of inappropriate social media use

Employees determined to be in contravention with the Social Media Procedure and associated guideline may be subject to disciplinary measures as deemed appropriate by Human Resources in consultation with the direct supervisor, in accordance with applicable Institutional Procedures and Collective Agreements.

Roles and Responsibilities:

- 14 **Communications and Marketing Director** reviews and approves all applications to open official ACAD social media accounts.



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- 15 **Communications and Marketing Department and Social Media team:** Approvals of social media account branding. Leading Social Media Liaison Advisory Group . Holders of social media passwords for security. The Communications and Marketing department is also accountable for managing the institutional level accounts, including the monitoring and measurement, and ensuring ACAD's Social Media Guideline for each social media channel are followed. This includes evaluating all official ACAD accounts and managing the repurposing or decommissioning of accounts where necessary.
- 16 **C+TS** holders of social media passwords for security
- 17 **Social Media Liaison:** An individual appointed by department Directors or Managers to coordinate social media efforts on behalf of their department. Duties of the social media liaison include the management, monitoring and measurement of ACAD social media channels/accounts, keeping them up to date, and respectful while ensuring ACAD's Social Media Guideline are followed. Social media liaisons must provide access to all official accounts to the social media team in Communications and Marketing and to C+TS to be used in case of an emergency, security breach or employee departure.
- 18 **Social Media Liaison Advisory Group:** A Group consisting of all Social Media Liaisons that meets annually to review and champion best practice use of social media, and monitors the usefulness of emerging social media platforms. A staff member of the ACAD Communications and Marketing department is responsible for chairing the Social Media Liaisons' Advisory Group meetings and providing guidance to liaisons.
- 19 **Vice President, Engagement** addresses account challenges and disputes not addressed by ACAD Policies and Procedures for resolution.

Any account challenges or disputes that are not addressed by ACAD Policies and Procedures will be escalated to the Vice President, Engagement for resolution.

Related Documents:

Social Media Guideline and New Account Application form

Procedure 600.26: User Access

Procedure 500.10: Records Management

Procedure 400.23: Access to Information and Protection of Privacy

ACAD Brand Standards