SOCIAL MEDIA POLICY

POLICY No.:	315-010
SCOPE:	All Faculty, Staff and Students
APPROVAL:	Senior Management Team (Required)
DATE OF ORIGINAL POLICY:	February, 2015
LAST UPDATED:	
SCHEDULED REVISION DATE:	February, 2018
CONTACT:	Director, Computer Services

1   Purpose

NSCAD University supports and encourages participation in online communities, for example, Facebook, LinkedIn, Twitter, YouTube, Instagram and Wikipedia. Social media allows people to connect in the online world to form relationships for a wide range of purposes. Learning to use social media accurately, efficiently and responsibly is part of higher education and can be an invaluable tool for collaboration, learning and research.

The purpose of this policy is to promote the responsible use of these venues in order to protect personal privacy, personal reputation, and the reputation of the University.

Members of the University community should be aware of the benefits and drawbacks of using social media. Carelessness in posting information through social media channels can pose significant risks, including legal issues arising from the information posted, impact to the reputation of the individual or the University, and the potential for public disclose of private information.

2   Applicability

The policy applies to all members of the NSCAD community, including Faculty, Staff and Students.

3   Policy
General

a)   General principles and policies of the University, such as those related to confidential information, personal information, acceptable use of University computing resources and general conduct apply to the use of social media.

b)   All postings must comply with the Nova Scotia Freedom of Information and Protection of Privacy Act (FOIPOP), a copy is posted on NSCAD's Computer Services web page. In particular, no member of the University community should disclose personal or private information as defined by FOIPOP pertaining to another individual that was obtained in the normal course of University operations without University-approved written consent from the individual.

c)   There is a need to distinguish between postings made as an individual and those made on behalf of the University. Posting made on behalf of the University require a greater level of attention to University policies, practices, and brand guidelines.

Using Social Media on Behalf of the University

d)   Postings made on behalf of NSCAD University must adhere to University policies and protect the image of the University. In particular there should be no use of University trademarks, logos, brands or other signifiers without expressed, written consent.

e) If you have been authorized to create an official NSCAD social-media site or a video for posting in locations such as YouTube, you must contact NSCAD's University Relations Office for an approved logo and other images, and to ensure coordination with other NSCAD sites and content.

Using Social Media for Personal and Professional Reasons

f) When posting personally or professionally members should take care not to infer that they are speaking on behalf of the University; however, you should be honest about your identity and affiliation to the University. In personal posts, you may identify yourself as a faculty member, staff, or student of NSCAD. Please be clear that you are sharing your views as a member of the higher education community, not as a formal representative of the University.

g) If you identify your affiliation with the University in your comments, readers will associate you with the university, even with the disclaimer that your views are your own. Remember that you are most likely to get the most out of social media if you discuss ideas and situations in a civil manner. If members of the media contact an individual member of the University community seeking input from the University, the individual should refer the media members to NSCAD University Relations.

4 Guidelines and Best Practices

- Be respectful. Always be professional and courteous. Try not to criticize or say anything that might be considered libelous.
- Think before you post. Posts are notoriously difficult to take back or remove once they have been published.
- Be honest. Not everything needs to be said, but what is posted should be truthful.
- Be accurate. It is always easier to defend a statement later, if it was accurate at the time of posting.
- Remember that standard rules with respect copyright, plagiarism, and other legal issues around publication can apply to statements made on social media. Remember too that other serious, legal problems can arise from statements that might be interpreted as bullying, harassment, slander or stalking.
- You are responsible for your words.

5 Questions

Any questions regarding this policy should be directed to the Computer Services department or the Office of University Relations.