

Policy Name:	Social Media Policy		
Policy No:	6.12	Approval Authority:	Senior Management Team
Volume:	6, Computer Services	Responsible Executive:	Director, Computer Services
Chapter:	12, Social Media	Responsible Office:	Computer Services
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Policy Statement

All Faculty, Staff, Students and Administrators of NSCAD University should follow the directives and guidelines in this policy to ensure responsible use of social media.

Reason for Policy

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 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.

Policy Applies to

- All social media including, but not limited to, Facebook, LinkedIn, Twitter, YouTube, Instagram and Wikipedia.

Who Should Read this Policy?

- All Faculty, Staff, Students and Administrators.

Contacts

Please direct any question on policy meaning or application to the Director, Computer Services, 902-444-7203 or computer@nscad.ca.

Definitions

Social Media: Online communities such as Facebook, LinkedIn, Twitter, YouTube, Instagram and Wikipedia.

The 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 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 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 authorized to create an official NSCAD social-media site or a video for posting in locations such as YouTube, NSCAD's University Relations Office must approve any logos or other images 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 and be honest about one's identity and affiliation to the University. University roles such as faculty member, staff, or student of NSCAD in personal posts are acceptable. Share views as a member of the higher education community, but not as a formal representative of the University.
- g) 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.

Guidelines and Best Practices

- Be respectful. Always be professional and courteous. Try not to criticize or say anything that might be libelous.
- Think before posting. Posts are notoriously difficult to take back or remove once published. Please refer to the [Respectful Workplace & Learning Environment Policy](#) for guidance.
- Be honest. Posts 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.
- Choose words responsibly.

Forms and Tools:

N/A

Social Media Policy:

<https://nscad.ca/site-nscad/media/nscad/6.12SocialMediaPolicy.pdf>