

Name: Social Media Policy
Policy Number: 11-1003
Origin: Department of External Affairs, Office of Advancement
Approved: July 15, 2020
Issuing Authority: Executive Management Group
Responsibility: Vice-President, Advancement
Effective Date: July 15, 2020
Supersedes: -1004 Social Media – Protection of University Identity; -1005 Social Media Guidelines - 1008 Social Media and Personal Privacy.

Purpose:

The Saint Mary's University has embraced a "digital-first" approach to communications. This includes the responsible and coordinated use of social media to communicate to, engage with and build relationships with prospective and current students, alumni, employees, parents and community members. The university recognizes that social media is constantly changing. University social media channels are under continuous renewal and will evolve to meet the changing needs of users and as new technologies become available.

Policy:

(2) Faculty and staff personal accounts are independently governed. This policy does not apply to the individual, private accounts of staff and faculty members.

Procedures:

Proposals to create official Saint Mary's University social media accounts must be submitted to the Manager of Digital Experience for approval prior to creation. Consideration will be given to new accounts with defined goals and identified resource(s) to support the channel.

All social media accounts created on behalf of the university must be linked to a department's administrative email account or an employee's university email account. Personnel in External Affairs should have administrative access to the account. Access will be terminated upon the employee's separation from employment, reassignment to another job or for disciplinary reasons.

Social media accounts created on behalf of Saint Mary's University are the sole property of the university.

Additionally, social media channels, new and existing, must follow university branding and best practice guidelines.

Official accounts are prohibited from:

Posting content that violates provincial or federal laws and regulations;

Posting or commenting on anything related to legal matters, ongoing investigations or litigation;

Using the university brand or name to endorse an opinion, product, private business, cause or political candidate;

Representing personal opinions as university-endorsed views or policies;

Social media account administrators and the university social media team reserve

the right to review and remove inappropriate content. (1) 0691 (v) 5 (f) - 19. (1) 5. 6. 9 (8) 5 (r) (w) 3 (4) (i) 25. 25

