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Policy Name:	Social Media Guidelines
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Responsibility:	Director, Information Technology Systems & Support
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1. Purpose:

These guidelines are a supplement to the *Social Media and Personal Privacy*, and the *Protection of University Identity* policies to provide members of the University community with additional guidance in the use of social media applications. The goals are:

- the protection of personal/ individual identity
- the protection of organizational identity; that is, the name and brand of Saint Mary's University

2. General Principles:

There must be a separation between postings made as an individual and those made on behalf of the university. Postings made on behalf of the Saint Mary's must reflect the policies and image of the university.

3. Best Practices for Work Related Social Media:

Be Respectful – Anything you post as a Saint Mary's employee reflects on the university. Always be professional and respectful on social media sites.

Keep it Official - Postings and management of an official Saint Mary's social media page or information feed (blog, etc) must be done with a Saint Mary's account and email address in accordance with the policies mentioned above. Do not use your personal social media page. This is in part to keep the Saint Mary's profession image but also protects your personal information.

Be Transparent – Use your own words to personalize posts but be clear in any postings that you are doing so in your role as a staff member.

Keep site or posting stream up to date and current - Aim to update the social media account at least 1-2 times per week, but no more than 5 times per day – or risk losing followers due to disinterest or oversaturation. There may be comments or discussions, which require deletion, redirection or a response – be sure to do so in a timely fashion. Consumers of your social media expect current postings. They will consider any site without current postings to be mothballed.

However, also watch the time spent on social media sites as they can consume a lot of it. Limit the time you spend updating social media.

Think Before You Post –There is no such thing as a “private” social media site – anyone can access digital communication and search engines can turn up posts years after the publication date. Saint Mary’s has no control over the storage and management of any information posted to a social media site so be thoughtful about what you post because it could be there for a very long time.

Succession planning – make sure someone is able to take over your social media responsibilities should you be unable to for a period of time. This should be set up when the accounts are created so that it can be implemented without notice.

Standard Rules Apply - With respect to copyrights - ensure proper credit is given or permission acknowledged. As a member of the Saint Mary’s University community, bear in mind the university’s core value related to concerns for a just and civil society. Therefore content must be respectful and professional. Everything published through social media outlets must adhere to the Technology Use Policies established by ITSS at Saint Mary’s University – in particular, the Email Procedures & Guidelines and Web Policy, which are located at www.smu.ca/policy

Promotion and Tips - Consider adding a link from the Departmental web pages to the related Facebook Page, Twitter Feed, or LinkedIn Group, and also promote them through other communications channels (e-mails, brochures, etc). On Facebook, select the Saint Mary’s University Page – www.facebook.com/smuhalifax – as one of the “Favourite Pages”.

Honesty – Always be honest and truthful in postings and information on the site. However, you don’t have to tell all. Don’t criticize other departments or individuals in social media. Address any concerns you might have directly outside of a public forum.

4. Best Practices for Personal Social Media

Many of the guidelines for work also apply in your personal postings including thinking before you post, respecting copyright, and being truthful. There are other things that you should consider from a personal perspective.

Represent yourself, not the university – If you chose to identify yourself as a faculty or staff of the university, be honest about it but make it clear that postings are your personal opinion and not that of the university. Never use the university logo or trademarks in personal posts.

You are responsible for your words - You are legally responsible for what you post on your own site and on the sites of others. This includes being liable for anything that could be seen as proprietary, copyrighted, defamatory, libellous or obscene. Don’t rely on being anonymous because tracking tools can be used to trace postings back to their originator.

Don’t create your own ghosts - Web site searches on job candidates are becoming a more common occurrence during the hiring process. Be sure that what you post today will not come back to haunt you.

Be respectful – Always be mindful of the impact your words or actions on-line can have on others.