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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:	Replaces policies 5-1004 Social Media – Protection of University Identity; 5-1005 Social Media Guidelines and 5-1008 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:

This policy takes its direction from the university's Strategic Plan for 2017-2022 and the Strategic Communications Framework 2017-2020. The policy will be reviewed annually, and applies to:

Social media channels of Saint Mary's University;

Social media channels of Faculties, Departments and Centres, of Saint Mary's University;

The same laws, professional expectations and guidelines for interacting with students, parents, alumni, donors, media and other university constituents apply online as they do in the real world. Employees can be liable for anything they post to social media channels in accordance with university policies and the Terms of Service of the host site. This policy is intended primarily for employees/staff participating in social media on behalf of the university.

Note: (1) The Saint Mary's University Students' Association (SMUSA) is independently governed. This policy does not apply to SMUSA channels or channels created and administered by student societies approved and funded by SMUSA.

(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.

Use of the Saint Mary's University Name and Logo

Brand guidelines for university logos must be followed at all times. Any questions related to usage should be directed to the Department of External Affairs.

"Saint Mary's University, Sobey School of Business, and SMU Huskies" are registered trademarks and the exclusive intellectual property of the university. The Saint Mary's University name, logo or any other university images or iconography may not be on personal, organizational or departmental sites in a way that promotes a product, cause, or political party or candidate. Logos that are not in compliance with the university's brand standards and guidelines are prohibited. Do not edit or modify official university logos.

Emergency Communications

All crisis and/or emergency communications will be generated by the university emergency communication team and will be posted on the main university Facebook and Twitter feeds with links to additional information.

Academic and Administrative Departmental social media channels may not independently post emergency information without central coordination with university officials.

Maintain Confidentiality

Posting sensitive or proprietary information about Saint Mary's University or personal, legal or financial information about students, alumni or employees is prohibited.

Sound ethical judgment should be exercised, and university policies and federal requirements (such as FOIPOP, etc.) must be followed. If a user is unclear about how these laws and regulations apply, they should consult External Affairs before posting such information.

Be Aware of Liability

All social media users are responsible for what they post on their own channels and on the channels of others. Social media users have been held liable for commentary deemed to be a copyright infringement, defamatory, threatening, proprietary, libelous or obscene (as defined by the courts). Posts must be true, accurate and helpful and not expose the University or the user to legal liability.