



Category:	Community and Corporate Relations
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Policy Sponsor:	Vice President, Corporate Services and Chief Financial Officer
Policy Administrators:	Marketing & Communications Manager Web & Social Media Strategist

Social Media Policy

Purpose

The purpose of this policy is to provide direction and clarity with respect to Lethbridge College's participation in social media.

Scope / Limits

This policy applies to Lethbridge College employees, students and alumni contributing in an official capacity on social media sites.

Policy Statements

1. Lethbridge College encourages the use of social media for the purposes of promoting student success and the overall goals of the College.
2. Departments, groups and individuals desiring an official presence on a social media site must adequately consider how their communications plan objectives will be met, understand the implications and risks in using social media, and have College approval and sign off for the initiative or plan (Appendix A).
3. Those who use social media must comply with any and all applicable college policies, provincial and federal laws and regulations. Further, it is expected that those who use social media will familiarize themselves with and follow the Use of Social Media Code of Conduct (Appendix B).
4. As consistent with traditional media, some College employees will be deemed as the College spokesperson with the role of contributing to social media discussions. Regardless of the media being used, users must ensure that their statements and actions do not harm the reputation of the College.
5. Employees, in their capacity as private citizens, have the same rights of speech as other citizens, however they must not represent or be perceived to represent the College on their own social media sites.
6. The College will make every effort to establish and maintain excellence and accountability regarding the use of social media. Violators of this policy may face consequences up to and including legal action based on the severity and implications of the violation.

Definitions

Social Media: online tools used to produce, post and interact using text, images, video, and audio to communicate, share, collaborate, or network. This includes, but is not limited to, blogs, social networks, videos and photos file sharing, podcasting, wikis and other similar tools.

Official Presence: a dedicated page or channel on a social media site that has the official Lethbridge College logo and is used for the purpose of informing or communicating on behalf of the College with employees, students, alumni, and the general public.

Employees: persons on the payroll of Lethbridge College.

Students: persons enrolled at Lethbridge College.

Alumni: individuals who have completed a program at Lethbridge College which has resulted in an exit credential, such as a certificate, diploma or applied degree.

A: Policy Supports

[Procedures to Create an Official Social Media Presence – \(Appendix A\)](#)
[Social Media Code of Conduct – \(Appendix B\)](#)

B: Legislated References

Alberta Freedom of Information and Protection of Privacy (FOIP) legislation
Canada Copyright Act

C: Other References

Lethbridge College Website Privacy Statement

D: Related Policies

Academic Freedom (2.27)
Acceptable Use of Technology (in development)
Confidentiality Policy
Copyright Compliance (6.17)
Discrimination and Harassment (6.18)
Intellectual Property and Copyright Ownership (6.16)
Student Rights and Responsibilities (3.12)
Visual Identity (6.22)

Please direct any questions regarding this document to the Policy Administrator or
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