NAIT *Policy* ER 5.0

Social Media

Implementation Date: February 8, 2013 NEW

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1.0 Purpose

Social media environments offer significant opportunities for NAIT employees and students, and the Institute at large in advancing organizational goals and objectives. As powerful communication tools, social media can have a significant impact on organizational and professional reputations and brand. NAIT has developed the following policy to enhance and protect NAIT's reputation and brand and the professional reputations of its employees when participating in social media. NAIT's Social Media Policy and Procedure are intended to educate and inform employees about responsible use of social media tools and to outline employee accountability. In institutional and personal (when identified as a NAIT employee) roles, employees using social media need to follow the NAIT policies and guidelines that set institutional standards for image and brand, respectful workplaces and learning environments and other applicable policies and guidelines. The same guidelines, ethics and laws that set the standards for real-world interactions among NAIT employees and with NAIT constituents and the public, apply online. Employees are held accountable for anything they post to social media sites. For this reason, it is imperative that all employees review the policy and procedure so they are aware of what is acceptable and what is not acceptable social media use, and understand how to use social media most appropriately and effectively.

2.0 Definitions

"Employees" refer to Management, Excluded and Support Staff and Academic Staff as defined in Section 2.0 of NAIT Guideline HR.4.1 Recruitment, Selection and Employment Types, as well any contractor or person who provides a service for NAIT.

"Social media" is defined as any tool or service that uses the Internet to facilitate conversations. It is the democratization of information, transforming people from content readers into publishers. It is the shift from a broadcast mechanism, one-to-many, to a many-to-many model, rooted in conversations between authors, people, and peers.[1]

"On-domain sites" are those that are operated and controlled by NAIT.

"Off-domain sites" are those that are operated and controlled externally.

"Institutional" refers to a social media account set up on behalf of the Institute or its schools, departments, programs and courses.

"Personal" refers to an account "used for personal reasons (to share relevant content with friends, ask and answer questions, promote one's own content…in some cases build a personal brand)."[2]

3.0   Scope and Parameters

NAIT's Social Media Policy and Procedure shall be applied to any online medium, whether on-domain or off-domain, where information may reflect back on the image of NAIT, NAIT's Board, any NAIT employees and NAIT constituents and partners. This Social Media Policy applies to all forms of social media including, but not limited to blogs, Facebook, Twitter, YouTube and LinkedIn.

The policy supports:

3.1   A process for establishing social media accounts at the school, department, program and business unit-level.

3.2   Established roles and responsibilities for employees engaging in social media on NAITs behalf and managing institutional social media accounts.

3.3   Established roles and responsibilities for employees who identify themselves as NAIT employees in social media platforms.

3.4   Education and training opportunities for employees who are designated social media practitioners.

3.5   Literature, such as a handbook, that provides best practices for employees engaging in social media on behalf of NAIT.

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[1] http://www.briansolis.com/2010/01/defining-social-media-the-saga-continues/
[2] Michael Brito, *Smart Business, Social Business* (Indianapolis: Que, 2011) 81.

3.6   Flow charts that guide NAIT social media practitioners in responding to posts on NAIT-operated social media accounts and to posts on the social web at large

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