Procedure Name	*Social Media - Employee*		
Procedure #	ER 5.01	Parent Policy	ER 5.0 Social Media - Employee
Policy Owner	Vice President, External Relations	Effective Date	July 1, 2016
Procedure Owner	Executive Director, Marketing and Communications	Review Date	July 2021
Approved by	Executive Director, Marketing and Communications	Approval Date	June 3, 2016

1.0 Purpose/ Background

NAIT encourages the use of social media by its employees to connect with students, fellow employees, alumni, partners, colleagues and more. NAIT supports social media as personal and professional tools, but expects employees to be mindful of how their actions on social media networks might reflect upon the Institute and themselves. NAIT recognizes that as powerful communications tools, social media can have a significant impact on organizational and professional reputations and brand.

2.0 General Principles

This procedure has been developed to enhance and protect NAIT's reputation and brand and the professional reputations of employees when participating in social media. The intent of the Social Media Procedure is not to constrain or limit conversations. NAIT upholds freedom of speech, and supports scholarly activity and academic freedom in research. Recognizing that the line between appropriate and inappropriate can at times be difficult to determine, employees are reminded that wrongful conduct in a social media environment may result in the same legal consequences as wrongful conduct in all other environments. Examples of potential legal causes of action include, but are not limited to, harassment, defamation, breach of privacy, fraud, misappropriation of intellectual property, discrimination and negligence causing injury or loss.

NAIT employees are free to publish or comment via social media in accordance with this procedure. NAIT employees are subject to this procedure to the extent that they are publishing or commenting in social media networks, whether on-domain or off-domain, in institutional roles, and through personal profiles.

3.0 Definitions

Term	Definition
Employees	Employees refers to Management, Excluded and Support Staff and Academic Staff as well as any contractor or person who provides a service for NAIT

Social Media	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	On-domain sites are those that are operated and controlled by NAIT.
Off-domain sites	Off-domain sites are those that are operated and controlled externally.
Institutional	Institutional refers to a social media account set up on behalf of the institute or its schools, departments, programs and courses.
Personal	Personal refers to an account "used for personal reasons (to share relevant content with friends, ask and answer questions, promote one's own content … and in some cases build a personal brand.)"[2]

4.0 Procedures for Engaging

4.1 Follow these guiding principles when participating in social media.
My use of social media will:
- Recognize and respect the communities we serve
- Reflect an accurate and balanced perspective
- Add value to NAIT, our organization and our brand image
- Enhance learning for students in the classroom

4.2 Employees are accountable for anything they post to social media sites. Employees are reminded that the same policies, procedures, ethics and laws that set standards for interactions among NAIT employees and with NAIT constituents and the public in other environments, apply in social media environments. These include, but are not limited to NAIT's Statement of Values, Code of Ethics and Conduct, Respectful Workplace Policy, and Procedure, Acceptable Use of NAIT's Technology Resources Procedure, Corporate Image Policy and Procedure, the Threat Assessment Team Procedure and Academic Regulations and Procedures, as well as Copyright Act and NAIT's Use of Third-Party (Copyright Protected) Work at NAIT Policy and Procedure, and Freedom of Information and Protection of Privacy Act. Be aware that wrongful conduct in a social media environment may result in the same legal consequences as a wrongful conduct in other environments. NAIT does not monitor personal accounts, but does monitor generally for all references to NAIT and will address issues that violate established Human Resources, corporate image and social media procedures.

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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.

5.0   Operating NAIT Social Media Accounts

5.1   Roles and Responsibilities for Schools and Departments

Schools and departments will:

- Identify a person or team to develop a social media strategy for their areas following the template provided by the Social Media Resource Team, which includes identifying goals and objectives, completing an audience analysis, selecting the social media network(s) to be used, identifying an administrator for each network, as well as developing a content strategy and publishing schedule
- Contact the Social Media Resource Team (see section 5.2 below) for review of the strategy
- Identify a person or team to act as a resource within the school or department for employees who are participating in social media activities in their institutional roles, to approve social media accounts on behalf of their respective areas and to ensure the activities of these employees align with the social media strategy
- Include social media in the Performance Management Plans of employees as appropriate
- Tie the social media account to general program/department email, not to an individual's personal or work email
- Complete NAIT's Social Media Practitioner Training, which outlines organizational expectations for those operating social media accounts on behalf of NAIT
- Monitor the account regularly
- Ensure an appropriate level of customer service by responding to comments and questions in a timely manner. Use NAIT social media response flow charts as a guide.
- Publish new content regularly in accordance with best practices for that social media network
- Delete inactive accounts

5.2   Roles and Responsibilities for the Social Media Resource Team

This cross-departmental team, led by Marketing and Communications, with Student Services and academic representation will

- Act as a resource to employees identified by their schools and departments to develop social media strategies
- Facilitate the sharing of best practices

5.3   Visual Identity for Social Media Accounts

NAIT's comprehensive visual identity program enhances NAIT's reputation, leverages quick recognition, demonstrates organizational purpose, generates internal and external pride, and eliminates confusion. As such, NAIT has created design specifications and standards for the consistent, accurate application of the NAIT visual identity to all school, department, program or other NAIT social media accounts. See NAIT brand resources on the staff portal.

5.4   Naming Conventions

All social media accounts being operated on behalf of schools, departments, programs or other should include NAIT in the username.

6.0   Personal Accounts

    6.1   Users of personal social media accounts must be mindful that content on personal accounts may reflect back on the image and reputation of NAIT. All employees who operate a personal social media account are expected to
- Conduct yourself in alignment with NAIT Social Media Policy
- Avoid the use of NAIT in your social media account username. If you choose to identify as being a NAIT employee, do so in your bio, not in your username
- Refer to Section 5.1 if operating a social media account on behalf of your school, department, or program

    6.2   All employees who operate a personal social media account should refer to the NAIT Social Media Usage Tip Sheet on the SocialNAIT Hub found at social.nait.ca

    6.3   It is also recommended that employees complete NAIT's Social Media Practitioner Training, which outlines organizational expectations for those identifying as NAIT employees on social media accounts as well as providing best practices information and strategies.

7.0   Records Retention

Social media posts contain Personal Information as that term is defined in privacy legislation. Any copies of social media posts, whether electronic copies on institutional social media accounts or paper copies, are considered records in NAIT custody and control and are subject to the Freedom of Information and Protection of Privacy Act ("the FOIP Act"). As per section 35 of the FOIP Act, post-secondary institutions are required "to keep Personal Information about an individual for at least one year if that Personal Information has been used by the Institution to make a decision about the individual." Employees should dispose of electronic or paper copies of social media posts after one year, unless they are being used in some manner for operational programs of the Institute, or unless an access request has been received for copies of those records pursuant to the FOIP Act. Links to social media posts do not contain Personal Information and are not subject to the FOIP Act.

8.0   Exceptions to the Procedure

Exceptions to this procedure must be documented and formally approved by the Policy Lead. Procedure exceptions must include:
- The nature of the exception
- A reasonable explanation for why the procedure exception is required
- Confirmation that the exception aligns with the general principles
- Any risks created by the procedure exception and how they will be managed.

Document History

Date	Action/Change