

1. About Social Media

1.1 Social media in this policy is broadly defined to include internet-based applications and social networking sites, including blogs and web pages. It allows for the creation and sharing of content by individuals or groups using freely available websites. Most often social media is developed to create and enhance an online community between people and groups with shared interests.

1.2 The key differences between social media and traditional media are:

- a) social media's reliance on user-generated content;
- b) social media can be shared quickly; and
- c) social media does not rely on conventional media outlets (newspapers, radio, TV) for distribution.

1.3 Effective usage of social media results in engagement through sharing, participating, following, commenting, networking and bookmarking.

2. Scope

2.1 This policy applies to social media as it relates to the College and its employees.

2.2 College social media accounts are those social media accounts that are related to the College and its operations, use the College name/logo and communicate about College activities. They are referred to in this policy as "College Social Media Accounts."

3. Purpose of College Social Media Accounts

3.1 This policy provides direction to help employees effectively use social media, and to enhance and protect the College's reputation and online presence.

3.2 College Social Media Accounts are a communication tool that extends the College's marketing, communications or customer service model. Accordingly, it is important that the College Social Media Accounts present a consistent brand message across all platforms.

4. Requirements of College Social Media Accounts

