

Marketing & Communications Social Media College Policy

Approved: September 5, 2024
Executive Responsibility: Marketing

A. Background and Definitions

Social media enables individuals to maintain connections, stay informed, and actively engage with various communities. New platforms and applications are continually being developed, aiming to enhance both personal and professional interactions. These innovations allow college staff to network with individuals worldwide, focusing on teamwork, knowledge sharing, and creative output. With the increasing popularity and influence of social media, it is crucial for colleges to monitor and manage its usage. This oversight helps safeguard the institution's reputation and brand. Additionally, social media provides a dynamic space for college staff to collaborate and exchange information. By embracing these platforms, college staff can participate in global conversations and initiatives. Proper management of social media ensures that its potential is maximized while mitigating risks. Colleges must stay ahead of social media trends to effectively leverage these tools. Ultimately, strategic use of social media can significantly enhance the college's visibility and impact.

Account Lead: An employee of the College who manages the primary social media account and is in charge of posting content and interacting with followers.

Primary Account: The main page on each social media platform that represents the College as a whole, rather than individual departments.

Secondary Account*: A College-affiliated social media account managed by a department, program, or learning enterprise.

*There will be no creation of secondary social media accounts under Niagara College – Toronto.

Social Media: includes websites and applications that let users generate and share content while participating in social networking and communications. It covers different types of electronic interactions, such as websites, where people build online communities to share information, ideas, personal messages, and content like videos and photos.

B. Purpose

To ensure that the Account Lead is appropriately using Social Media in connecting with Niagara College – Toronto (NCT) and Niagara College Canada's (NCC) administrative body, faculty, staff, students, alumni, and other college stakeholders.

NCT Social Media will cultivate a social culture rooted in positive values, morals, respect, and common sense in online posts, ensuring alignment with our brand standards.

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C. Policy Statements

1. Ensure that primary accounts properly use the College's name, logo, and other branding elements.
2. Prior to launching any Niagara College – Toronto social media account, an employee must seek approval from the Marketing Director and Niagara College Canada, identifying the rationale and purpose for the account.
3. The Marketing department must be consulted on all social media accounts, with final approval being the responsibility of the Marketing Director.
4. All employees must adhere to the relevant Niagara College – Toronto and Niagara College Canada policies to ensure accuracy, safety and respect when communicating online.
5. Consideration must be made for copyright and intellectual property, confidentiality, the impact on college resources, and accessibility requirements.

D. Document History

Date	Approval/Review/Key Change(s)
September 5, 2024	New

E. Review of this document

The document will be regularly updated to reflect changes in social media platforms. Any alterations will be documented, dated, and kept current.