SAIT

ER.1.2.1 SOCIAL MEDIA USE	
Section:	External Relations (ER)
Subject:	Communications
Legislation:	
Effective:	May 14, 2014
Revision:	September 1, 2016 (reformatted); June 19, 2019; September 23, 2019; June 16, 2021

PROCEDURE

APPROVED: _____

President and CEO

POLICY

The policy of the Board of Governors is to ensure that social media use on SAIT's behalf and by SAIT's employees is carried out in a responsible and professional way in order to build authentic engagement that supports SAIT's mission, goals, programs and priorities and at the same time protects SAIT's reputation and brand.

PROCEDURE

DEFINITIONS

Employee	A person employed on SAIT's payroll, whether paid by annual salary or hourly wage, and contractors.
Institutional account	A social media account that is authorized and dedicated to SAIT, a school, a department or a program, such as, for example, SAIT Alumni on Instagram. Institutional accounts are either managed and maintained solely by the Communications department, or approved for employees to manage with guidance from Communications.
Personal account	A social media account that a SAIT employee or a person who provides a service for SAIT creates, moderates or administers.
Primary administrator	The person who holds the social media account credentials and has full administrative access to the account.
SAIT community	SAIT's governors, employees, students, contractors, consultants, agents, and volunteers.

Social media

A category of online tools or services where users collaboratively generate the majority of content. It provides a model of communication in which a person or organization can have a conversation with many people at any one time. Current platforms include but are not limited to:

a) Blogs and podcasts, including corporate blogs, personal blogs or blogs hosted by mainstream media outlets.

b) Forums and discussion boards including comments or feedback sections of mainstream media websites.

c) Microblogging sites such as Twitter.

d) Professional networking sites such as LinkedIn.

e) Social networking sites such as Facebook.

f) Social news websites such as Reddit.

g) Video and photo sharing sites such as Instagram, Flickr, Pinterest and YouTube.

GOVERNING PRINCIPLES

1. Social media is an effective way to advance SAIT's mission, goals, programs and priorities by allowing SAIT to engage with and respond to current and prospective students, staff, alumni, industry and the general public.

2. This policy, procedure and guidelines provide direction to ensure the responsible, professional and effective use of social media while also protecting SAIT's reputation and brand.

3. This policy, procedure and guidelines apply to all members of the SAIT community who create, monitor or administer content on institutional accounts and those SAIT employees with personal accounts who identified themselves as being affiliated with SAIT or who reference SAIT in their social media use.

4. Members of the SAIT community will be held accountable for their use of social media in the same fashion as they would be held accountable for in-person interactions and traditional forms of communication.

PROCEDURE

A. Social Media Governance

1. SAIT empowers its employees to responsibly use social media with the assistance and guidance of the Communication team in the Communications department.

2. Communications coordinates social media efforts on behalf of SAIT. This includes managing, monitoring and measuring institutional accounts, and ensuring SAIT's Social Media Guidelines, attached as Schedule A, an Associated Document to this procedure, and the terms of service of each social media channel are followed.

3. Communications provides training to SAIT. It is accountable for the institutional accounts, including managing, monitoring and measuring those accounts, and ensuring SAIT's Social Media Guidelines and the terms of service of each social media channel are followed. It is also accountable for managing the repurposing or decommissioning of accounts as necessary.

4. Any violation of this policy, procedure or guidelines may result in disciplinary action, up to and including termination. Any violations that are not addressed by SAIT's policies and procedures, including procedure AC.2.12.1 Copyright of External Materials, policy AD.1.1 Compliance with the Freedom of Information and Protection of Privacy Act and its accompanying procedures, procedure HR.4.10.1 Respectful Workplace and Learning Environment, and HR.4.12.1 Wrongdoing Disclosure, will be escalated for resolution to the vice president, external relations.

B. Personal Accounts

1. Users of personal accounts must be mindful that the content on their personal accounts may reflect on SAIT's brand and reputation.

2. All members of the SAIT community who identify themselves as affiliated with SAIT or reference SAIT in their social media use are expected to ensure that their comments do not harm SAIT's brand and reputation, do not contain confidential information or information they are not authorized to disclose, and follow SAIT's social media guidelines.

3. If a member of the SAIT community has any doubt about the appropriateness of their conduct or proposed conduct on social media, they should contact Communications.

4. All SAIT employees are expected to ensure social media use complies with all other applicable SAIT policies and procedures, including but not limited to those identified in the social media guidelines.

C. Creating New Institutional Accounts

1. Before an employee or school/department requests an institutional account or before a contractor is given an account, they must complete a checklist (available on SAITNOW) and submit it to Communications for review and approval.

2. A primary administrator must be designated for all institutional accounts.

3. The primary administrator must provide full administrative access to each institutional account to Communications, which may access the account or limit access to the account for any reason, including but not limited to the case of an emergency, security breach or employee departure.

D. Use of Institutional Accounts

1. Users of institutional accounts must be mindful that these accounts will reflect on SAIT's brand and reputation. The impact of inappropriate use may be immediate and significant. All users are expected to follow this policy, procedure and guidelines.

2. When an institutional account is designed primarily for student use (for example, for teaching purposes), a permanent employee must be the primary administrator, and the account will indicate in the bio that it is a teaching tool at SAIT and that it is run by SAIT students. For example:

    a) On Facebook, the employee will be the 'manager' and the student(s) will be 'content creators'.

    b) On Twitter, the employee will keep track of the log-in credentials, changing the password at the end of each term (before the outgoing students have left).

3. In a crisis or emergency situation, it is the primary administrator's responsibility to ensure the account follows the proper emergency communications procedure. Refer to Section F of this procedure for more information.

E. Branding SAIT Accounts

1. All institutional accounts must:

    a) Abide by branding criteria as outlined in SAIT's Brand Standards (available on SAITNOW).

    b) Clearly identify themselves as an authorized communication channel of SAIT, and include 'SAIT' in the account name. For example, SAIT School of xxxxxxxxx.

2. SAIT logos and/or visual identity cannot be used without permission. Details on when to appropriately use the SAIT logo are available in Schedule A, an Associated Document to this procedure.

F. Decommissioning Accounts

1. Social media channels that Communications has identified as impacting or threatening SAIT's reputation by being inappropriately inactive, lacking original content

requirements, being redundant or having limited audience participation will be decommissioned or repurposed.

2. Before decommissioning an account, the primary administrator must consult with Communications.

G. Social Media Use during a Crisis or Emergency

1. In the event of a crisis, providing timely and accurate information to users is critical, and will be managed by Communications under the authority of SAIT's Emergency Management Response Team (EMRT).

2. Crisis-related social media communications will take priority on all SAIT accounts. An emergency or crisis includes but is not limited to an on-campus or off-campus incident that:

   a) May be emotionally sensitive to members of the SAIT community, visitors to SAIT, and individuals at other post-secondary institutions.

   b) Puts the safety of members of the SAIT community and/or visitors to SAIT at risk.

   c) Damages or threatens to damage SAIT's reputation.

3. SAIT social media channels should not be used — other than to direct their followers to SAIT's institutional accounts and/or sait.ca — for crisis-related information and updates, unless the EMRT otherwise instructs.

4. All SAIT primary administrators must sign up for SAITALERT so they are immediately notified of an emergency. SAITALERT is available for download from the iOS and Android app stores.

5. In the event of a reputational emergency, SAIT primary administrators will be notified with further instructions. In the case of a reputational issue relating to an institutional account, primary administrators must immediately notify Communications.

H. Security

1. At least one permanent SAIT employee must have administration access to every institutional account.

2. Third party administrators, such as contractors or students, must be immediately removed from the accounts once access is no longer required.

3. Best practices must be followed regarding password protection, as per procedure AD.2.10.1 Password Procedure. See also Schedule A, an Associated Document to this procedure.

ASSOCIATED DOCUMENTS

Schedule A Social Media Guidelines

POLICY/PROCEDURE REFERENCE

ER.1.2 Social Media Use policy