**coast
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INF-024G

Social Media Acceptable Use Guideline

Purpose

The purpose of this guideline is to establish parameters for the acceptable use of social media at Coast Mountain College (CMTN).

Overview

The use of external social media (e.g., Facebook, LinkedIn, Twitter, YouTube) within organizations for business purposes is increasing. CMTN faces exposure of a certain amount of information that can be visible to friends of friends from social media. While this exposure is a key mechanism driving value, it can also create an inappropriate conduit for information to pass between personal and business contacts.

Tools to establish barriers between personal and private networks and tools to centrally manage accounts are only beginning to emerge. Involvement by the IT Department for security, privacy, and bandwidth concerns is of utmost importance.

Definitions

Anonymous Content: A comment, reply, or post submitted to a CMTN or affiliate site where the user has not registered and is not logged in to the site.

Facebook: A free social networking website.

LinkedIn: A social networking site designed specifically for the business community.

Microblogging: A web service that allows the subscriber to broadcast short messages to other subscribers of the service.

Official: Any employee, officer, director, or volunteer.

Social Media: A form of interactive online communication in which users can generate and share content through text, images, audio, and/or video.

- For purposes of this guideline, "social media" includes, but is not limited to, online blogs, chat rooms, personal websites, and social networking sites, such as Facebook, Twitter, MySpace, LinkedIn, YouTube.

- The absence of, or lack of, explicit reference to a specific social networking tool does not limit the extent of the application of this guideline. As new online tools are introduced, this guideline will be equally applicable without advance notice.

X (formerly known as Twitter): A free social networking microblogging service that allows registered members to broadcast short posts called tweets.

YouTube: A video-sharing website on which users can upload, share, and view videos.

Scope

CMTN has established this guideline to set parameters and controls related to CMTN Officials' usage of social media websites.

Details

Benefits of Using Social Media

The benefits of using social media include:

- Building a positive image: CMTN can use social media to promote a positive image. While this is particularly important for organizations generally vulnerable to negative press or consumer discontent, it can also be used to boost CMTN's image within the community.
- Increasing mind share: Social media can reach large audiences at very low monetary cost, giving CMTN another medium for promotion and increasing awareness of the College.
- Improving member satisfaction: Members who receive timely and personal service in the medium they prefer are likely to be satisfied.
- Gaining member insights: Social media can be used to monitor public opinion about CMTN, its products and services, or its competitors.
- Increasing member retention: Using social media builds affinity and loyalty since members are engaged using a medium they prefer – something CMTN needs to offer to remain competitive.
- Increasing revenue: Social media can be used to create custom network applications (a.k.a. plug-ins) for product promotion or integration with CMTN's online services.
- Member acquisition: Social media can be used to quickly and efficiently respond to member service issues. The answer to the problem can be public, making it searchable by other members who have the same request.
- Disaster Recovery: Social media can be used to quickly and efficiently eliminate fears and communicate accurate information regarding recovery actions in the event of a disaster.

CMTN encourages the use of social media as a channel for business communication, consistent with BCHHU's corporate marketing and communications strategy. In this guideline, CMTN is establishing parameters for safe social media usage with respect to protecting CMTN information. The safety and confidentiality of information is vital to CMTN's success.

Terms and Conditions of Use

All requests for a CMTN Officials' use of external social media, on behalf of CMTN, must be submitted to the Senior Management Team. CMTN may allow access to select pre-approved social media websites. CMTN Officials may only access these sites in a manner consistent with CMTNs security protocols and College Officials may not circumvent IT security protocols to access social media sites.

- Use of personal social media accounts and user IDs for CMTN use is prohibited.

- Use of CMTN social media user IDs, for personal use, is prohibited.
- Use of CMTN email addresses to register on social networks, blogs, or other online tools used for personal use is prohibited.
- Examples of prohibited use of company User IDs include:

  o downloading and installing plug-ins or helper applications such as those that try to access the CMTN email directory
  o joining groups using a company user ID for personal reasons
  o adding personal friends to a CMTN Official's friends list.

CMTN Officials are to acknowledge that they have reviewed the social media service's terms of service (TOS) or terms of use (TOU), as applicable. Links for sites are:

- Facebook: https://www.facebook.com/terms.php
- LinkedIn: http://www.linkedin.com/static?key=user_agreement
- X (formerly known as Twitter): http://twitter.com/tos
- YouTube: http://www.youtube.com/t/terms.

Representing CMTN

CMTN Senior Management will designate a person or team to manage and respond to social media issues concerning CMTN and will determine who will have the authority to contribute content.

This person's responsibilities will include, but are not limited to:

- managing social media tools and channels
- responding to questions internally and externally about the social media site
- addressing problems and providing direction for staff if a user becomes threatening, abusive, or harassing
- suggesting changes to this CMTN social media guideline when warranted
- working with other staff to ensure opportunities are not overlooked in marketing CMTN services
- training staff to ensure they understand how to use CMTN's social media program.

CMTN will take the necessary steps to ensure that the content complies with applicable laws and regulations.

All CMTN Officials who participate in social media, on behalf of the College, are expected to represent CMTN in a professional manner. Failure to do so could have a negative impact on the College and could jeopardize a CMTN Official's ability to participate in social media in the future.

CMTN owns all authorized social media and networking content. CMTN Officials are prohibited from taking, saving, or sending any CMTN content distributed via social media while employed, separated, serving on the Board of Directors, or terminated by CMTN.

New technologies and social networking tools continually evolve. As new tools emerge, this guideline will be updated to reflect the changes.

Platforms for online collaboration are fundamentally changing the work environment and offering new ways to engage with members and the community. Guiding principles for participating in social media should be followed:

- Post meaningful, respectful comments and refrain from remarks that are off-topic or offensive.
- Reply to comments quickly when a response is appropriate.
- Know and follow the provincial and federal laws that protect member confidentiality at all times.

- Protect proprietary information and confidentiality.
- When disagreeing with others' opinions, keep it professional.
- Know the CMTN Code of Conduct and apply the standards and principles in social computing.

Personal Blogs and Posts

CMTN takes no position on a CMTN Official's decision to start or maintain a blog or personal website or to participate in other online social media activities outside of work.

- CMTN Officials, identifying themselves as a CMTN Official on a social network, should ensure their profile and related content is consistent with how they and CMTN wish for them to present themselves. This includes what the CMTN Official writes about him-/her-/themself and the type of photos he/she/they publish.
- CMTN Officials must not reveal proprietary information and must be cautious about posting exaggerations, obscenities, or other characterizations that could invite litigation.
- CMTN Officials must not make public reference to any CMTN-related cash or security procedures.
- CMTN Officials who comment on any CMTN business or policy issue must clearly identify themselves as a CMTN Official in their blog or posting and include a disclaimer that the views are their own and not those of the College.
- When generating content that deals with CMTN or individuals associated with the College, CMTN Officials should use a disclaimer such as, "The postings on this site are my own and do not necessarily reflect the views of Coast Mountain College."
- CMTN Officials must not use social media websites to harass, threaten, discriminate against, disparage, or defame any other CMTN Officials, members, vendors, CMTN products, services, or business philosophy.
- CMTN Officials are prohibited from disclosing confidential, proprietary, or otherwise sensitive business or personal information related to CMTN or any of its Officials, vendors, or members.
- CMTN Officials are also prohibited from disclosing any confidential, proprietary, or otherwise sensitive business or personal information that could identify another CMTN Official, vendor, or member without that individual's prior authorization.
- CMTN Officials should not take any action via social media websites or personal blogs that would harm, or be likely to harm, the reputation of the College or any CMTN Officials, members, or vendors.

Rules of Engagement

Protecting member information is everyone's primary responsibility.

- Information that can be used to disclose a member's personal information in any way should never be posted.
- Members trust CMTN to protect their financial assets and information.

Communications in written, audio, or video form will be around for a long time, so consider the content carefully and be judicious.

- Brand, trademark, copyright, fair use, and privacy laws must be respected.
- If any employee mentions a financial product in a blog, a tweet, or another form, financial disclosure laws apply online. The employee must comply with advertising disclosure regulations by providing a link back to CMTN's website page that lists the proper disclosures.

What is written, produced, or recorded is ultimately the employee's responsibility.

- Participation in social computing on behalf of CMTN is not a right and, therefore, needs to be taken seriously and treated with respect.
- Failure to comply could put an employee's participation at risk and can lead to discipline.
- Third-party sites' terms and conditions must be followed.

Denigration of competitors, CMTN, or CMTN's affiliates is not permitted.

- Communication should be respectful when inviting differing points of view.
- Topics like politics or religion are not appropriate for CMTN communications.
- Users should communicate carefully and be considerate; once the words or other materials are out there, they cannot be retracted.

Personal information belongs to the members of CMTN.

- It is their choice to share that information, not CMTN's.
- CMTN will not publish material without first discussing it with a manager or legal representative.

Rules of Composition

Users should follow the rules of composition listed below:

- CMTN Officials should write and post about their areas of expertise, especially as it relates to the College.
- Write in the first person. Talk to the reader as if he/she/they were a real person in a professional situation.
- Avoid overly composed language.
- Consider content that is open-ended and invites response.
- Encourage comments.
- Use a spell-checker.
- Make the effort to be clear, complete, and concise in the communication. Determine if the material can be shortened or improved.
- If a mistake is made, it must be acknowledged. Be upfront and be quick with the correction. If posting to a blog, make it clear if an earlier post has been modified.

Produce material CMTN members will value. Social media communication from CMTN should help its members, partners, and co-workers. It should be thought-provoking and build a sense of community. It should help members improve their knowledge or understand CMTN or an affiliate better.

Anonymous content is not allowed on CMTN sites.

Personal Use of Third-Party Sites During Work Hours

Email and Internet access is provided to support CMTN business purposes.

- If these tools are accessed, incidental personal use of them is permitted.
- In general, CMTN will limit the access of social media sites to CMTN Officials who use it on behalf of the College.
- Excessive personal use of any Internet tool during work time is not permitted and access privileges may be revoked for abuse of the system.

Retaliation Is Prohibited

CMTN prohibits taking negative action against any CMTN Official for reporting a possible deviation from this guideline or for cooperating in an investigation.

Any CMTN Official who retaliates against another CMTN Official for reporting a possible deviation from this guideline or for cooperating in an investigation will be subject to disciplinary action, up to and including termination of employment at CMTN or removal from the Board of Directors.

Related Policies, Guidelines, and Other Resources

None