

PARKLAND COLLEGE	CATEGORY D	PERSONNEL AND EMPLOYEE RELATIONS
SOCIAL MEDIA	OPR D-33	APPROVED: MAY 13, 2014 REVIEWED:

**POLICY:**

This document governs the publication of and/or commentary on social media by employees, current students and alumni of Parkland College.

**DEFINITIONS:**

For the purpose of this document, social media refers to any facility for online publication and/or commentary, including but not limited to social networking sites such as Facebook, Twitter, LinkedIn, Flickr, Tumblr and YouTube.

**GOVERNANCE:**

Employees are responsible for compliance with this policy and for ensuring that it is consistently applied. If you become aware of or believe that Parkland College communications are being used inappropriately or contain inappropriate statements, notify your immediate supervisor, your out-of-scope Director and Marketing. Marketing will remove, or request the employee to remove, any Social Media material that is inconsistent with this Policy or that makes inaccurate references to the Parkland College, its students, and/or stakeholders. Failure to comply with this Policy may result in disciplinary action.

This document requires:

- Before engaging in work-related social media, all Parkland College employees must first obtain the permission of the Marketing Coordinator.
- New social media accounts and web pages must be reviewed and approved by Marketing.
- All uses of the Parkland College’s social media accounts must follow the same ethical standards that employees must otherwise follow.
- Inappropriate, offensive, injurious and illegal content will be removed by Marketing.
- Employees who use social media channels as part of their job duties will undertake training when requested to do so.

**PROCEDURE:**

The overview area on Facebook and Twitter channels states that Parkland College accounts are monitored 8:00am-4:30pm Monday to Friday. The standard for service is that all inquiries will be responded to within that timeframe. Staff that choose to link their personal accounts to College Pages and Groups are expected to remove questionable content and report complaints or emergency situations immediately. Staff is expected to use discretion when responding to non-emergency questions and comments outside of regular work hours.

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These guidelines provide support for the application of the Social Media Policy, and more specifically for staff who use social media on behalf of the College:

- Approval from Marketing must be obtained in order to create new social media channels or respond/post items on behalf of Parkland College. Refer to Parkland College Identity Guide for more information.
- Employees will undergo training when requested to do so.
- All staff are responsible for their own compliance with this policy and for ensuring that it is consistently applied. All staff should ensure that they take the time to read and understand it. Staff must also be aware of the terms and conditions of for each social media channel for which content will be placed on. Any breach of this policy should be reported to Marketing.
- Whenever possible, two individuals should be appointed to act concurrently as account administrators for a social media site representing Parkland College. Marketing must be one of these administrators.
- Parkland College employees are expected to adhere to the same standards of conduct online as they would in the workplace. Refer to Code of Ethics and Values for more information.
- Employees identified as administrators of accounts are responsible for managing and monitoring content of their social media accounts. Administrators are responsible to remove content that may violate the Parkland College Code of Ethics and Values.
- All social media channels (Facebook, Twitter, etc.) must include either a full or summarized version of the Terms of Reference. Refer to Social Media Appendix for more information.
- Representation of personal opinions as being endorsed by Parkland College is strictly prohibited. Parkland College's name or logos may not be used to endorse any opinion, product, private business, cause, or political candidate. Refer to Public Relations Policy & Conflict of Interest Policy for more information.
- Parkland College employees are not authorized to comment on work-related legal matters. Refer to Public Relations Policy for more information.

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- Parkland College employees, students, alumni, donors, partners and etc. should not be referenced on social media accounts without approval. Refer to Public Relations Policy for more information.
- Contributors are responsible for double checking facts and links to sources before publishing a post. If an error is made, staff are expected to correct it immediately and visibly. Refer to Social Media Appendix for more information.

**RELATED DOCUMENTS & POLICIES:**

Identity Guide  
Code of Ethics and Values  
Social Media Appendix  
Public Relations Policy  
Conflict of Interest Policy