



Policy Title	Social Media Policy
Issued By	Brescia Communications
Contact	Director of Communications, Marketing and External Relations
Approved By	Board of Trustees and Brescia Council
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### Purpose

Brescia University College recognizes the value of and embraces the use of social media to support the strategic goals and amplify the brand identity and reputation of the University. Because of this, Brescia may authorize the creation and appropriate use of University social media accounts, provided the use is: professional; protects the brand, mission and values of the University; and, aligns with the University's strategic goals and complies with Brescia's policies as well as federal and provincial laws and regulations.

This policy defines the rules and procedures for the use of social media at Brescia University College. This policy is in addition to and aligns with any existing or future policies regarding the use of technology, computers, email and the internet.

### Applicability

Persons and Entities covered by this policy include all members of the Brescia community, who have authoring and editing, or commenting access to institutional social media accounts including: students, staff, faculty (full-time and contract), Ursuline Sisters, volunteers and guests on campus who represent and/or discuss matters concerning the University and/or the University community, whether or not such use involves the University's network or other resources.

This policy does **not** seek to limit personal use of social media pertaining to any of the above parties. Those connected to Brescia may disclose their association to the University but are prohibited from utilizing Brescia's brand elements in ways that violate the Brescia University College Graphic Standards Manual.

### Relationship to Other Policies

When engaging in social media, in reference or relation specific to any University social media channel, members of Brescia's community are expected to maintain a high level of integrity and adhere to all University policies and regulations. This includes, but is not limited to, the following Brescia policies:

- [Harassment and Discrimination Policy](#)
- [Workplace Violence Policy](#)

- [Sexual Violence Policy](#)
- [Board of Trustees Code of Conduct](#)
- [Code of Student Conduct](#)
- Complying with all applicable laws and regulations.

## **Responsibilities**

Through a request and approval process, through the Office of Communications and External Relations, Brescia University College social media accounts and access may be granted. Unauthorized use of Brescia University College's name or logo are prohibited – unless written permission is provided by Brescia's Director of Communications and External Relations.

The following outlines the defined roles, responsibilities and requirements expected of each department, unit or individual, both within the University and in the general public.

- (i) **Brescia Communications:** Individuals who would like to establish a University social media account must register their account with Brescia's Communications Office. Brescia Communications reserves the right to decline account authorization. Brescia Communications is responsible for:
  - a. Granting access to University departments and units to establish social media accounts.
  - b. Overseeing all institutional accounts and ensuring brand standards are being met.
  - c. Providing social media training to University stakeholders, including: students, staff and faculty upon request.
  - d. Reviewing social media accounts that are owned and operated under the Brescia University brand.
  - e. Ensuring that the terms and conditions of each social media site is being followed as much as is reasonably possible;
  - f. Instruct account administrators to correct, edit or close University accounts that do not comply with this policy.
  
- (ii) **Account Administrator:** Every Brescia social media account must have at minimum one primary administrator to ensure consistent site management and one secondary administrator. Administrative rights will only be assigned to University employees. Account Administrators are responsible for:
  - a. Maintaining University brand standards (as per the Graphic Standards Manual).
  - b. Consistent monitoring, daily, and the ability to respond or act on any inappropriate or suspicious activity on the account.
  - c. Deactivating inactive accounts.
  - d. Ensuring that the posted information complies with the law, and, if not, that the information is corrected or removed as required.

- (iii) **Individuals:** General individuals who are not authorized to manage a social media account are to refrain from using or posting to University social media accounts in any manner which violates this policy.

**Note:** The University holds no responsibility for content shared or posted by individual users to a University Social Media Account or to non-University social media accounts. Users should be mindful of the content they are posting at all times.

## Definitions

- a. **Account Administrator:** A Brescia University faculty or staff member and/or University-authorized student who administers or creates and posts content for any University social media account.
- b. **University Social Media Account:** Any account administered by an official University department or School. These accounts will typically include the name “Brescia University College” and the name of the department or School. This does not include social media accounts owned and managed by Brescia University College Students’ Council.
- c. **Social Media:** Any channel for online publication and commentary, including, but not limited to, blogs, wikis, forums, social networking sites such as Facebook, LinkedIn, Twitter, Google+, Flickr, YouTube, Instagram, Snapchat and all new and emerging social media forms.
- d. **User/individual:** A person who authors postings or comments on other content on a University social media account. Brescia does not hold responsibility for any content published or shared by users and individuals who are not Brescia University College account administrators.
- e. **Post:** An editorial, comment, image or other item of online content, typically located on a blog or social media channel.

## Policy

This policy governs the publication of and commentary on social media by all members of Brescia University College and its related companies (“Brescia”). The following outlines the rules and procedures on the University’s social media accounts.

- I. **Privacy** – All Brescia University Social Media Accounts must adhere to provincial and federal laws and regulations, as well as University policies. Only verified public information may be posted on any University Social Media Account. Brescia’s social media accounts must not contain any sensitive or personal information, as defined by the [Digital Privacy Act](#) or the [Ontario Freedom of Information and Protection of Privacy Act](#). Any sensitive or confidential information posted on a University social media account by a user must be removed by the account administrator as soon as possible and any affected university employees must be notified by Human Resources. Any potential breach of privacy must be properly documented.

It is recommended that all Account Administrators and general users be mindful when posting any information on a social media channel. Prior to posting, carefully consider the tone of your comments, as well as grammar, accuracy and length. If there is any doubt, do not post it.

II. **Freedom of Speech** – Brescia is committed to promoting an educational environment which promotes freedom of speech and expression in accordance with the [Canadian Charter of Rights and Freedoms](#). However, the University has in place a zero-tolerance policy and will not tolerate any activity on a University social media account or that is unlawful, defamatory, discriminatory or obscene. Faculty, staff and students posting for non-work related activities, are personally responsible for what they share and post.

III. **Adherence to copyright laws** – Proper respect for the laws governing copyright and fair dealing of copyrighted material owned by others, including Brescia owned copyrights and brands is critical. Any and all photos, videos, articles and/or other content should be used only in compliance with copyright laws. If utilizing outside material, proper consent should be obtained; sources should be cited and website links should be included – when relevant.

If posting an individual's photo or video, an official consent form must be signed to obtain proper permission. Blank consent forms may be requested from [Brescia's Communications Office](#) and should be returned to the department after signed.

IV. **Ethics and Obligations** – Publication and commentary on social media carries similar obligations to any other kind of publication or commentary. Therefore, all posts on a Brescia University College Social Media Account must follow the same ethical and privacy standards that Brescia employees must otherwise follow in their communications.

V. **Use of Brescia's name in social media** –Faculty, staff and students active within a personal social account are to accurately disclose their relationship with the University when endorsing or posting content about the University. If posting a personal opinion on the University on a personal account, a disclaimer should be posted indicating that the views are your personal opinion and do not reflect the views of Brescia University College.

Whenever appropriate, it is recommended that individual users share content from Brescia's social media accounts, as opposed to posting original content.

VI. **Confidentiality** – Private and confidential information must never be shared through Brescia's University Social Media Accounts. This includes, but is not limited to, such things as confidential information pertaining to unpublished details about our students, staff, faculty, operations or strategic plans, details of current projects, financial information, student data, unpublished research and work-related documents. In the event of an unauthorized disclosure, the matter should be reported.

VII. **Work-related use of social media** – Brescia employees who are designated account administrators or are otherwise required to engage with social media as part of their work are free to publish or comment during work hours, or as needed, via social media in accordance with this policy.

VIII. **Safety** – Social media, like any form of communication or public engagement, could raise issues of safety, harassment and discrimination. Brescia does not support and will not tolerate any form of social media posts which harass, threaten, insult, defame, bully or discriminate against another individual or entity. If you have any concerns about personal

safety, privacy, or harassment arising from use of social media, please contact the Director of Communications and External Relations, the Director of Human Resources or a departmental manager to discuss concerns. Brescia policies about safe working conditions and a secure workplace extend to our social media engagement.

- IX. **Respecting the social audience, the institution and fellow coworkers** – The public in general, and Brescia’s employees and students, reflect a diverse set of customs, values and points of view. Brescia encourages healthy and respectful dialogue on a variety of issues on social media. When engaging with a post or online content, users are reminded to refrain from material contradictory to or in conflict with Brescia’s value system and policies. Users should stay true to their authentic self on social media, but should remain respectful. This includes not only the obvious (no ethnic slurs, offensive comments, defamatory comments, personal insults, obscenity, etc.) but also proper consideration of privacy and of topics that might be considered objectionable or inflammatory, such as politics and religion.
- X. **Protecting Brescia students, employees, guests and business partners** – These groups should not be cited or obviously referenced without their approval or without the information being of public record. Never identify a student, employee, customer, partner or supplier by name without permission and never discuss confidential details of interactions. It is acceptable to discuss general details about kinds of projects or interactions (e.g., “*Many students have asked...*”) so long as the information provided does not violate privacy, confidentiality or any non-disclosure agreements that may be in place, or make it easy for someone to identify the person or organization referenced.
- XI. **Controversial Issues** – To avoid misrepresentation around controversial issues, it is recommended to always engage online with respect and by only using the facts. If speaking about others, make sure that information is factual and that it does not disparage that party. Questions or concerns about how to handle potentially difficult online conversations or interactions, should be directed to [Brescia’s Communications Office](#).
- XII. **Be the first to respond to online errors** – If an error is made in a social post or comment, acknowledge it and correct it quickly. If choosing to modify an earlier post, ensure that this is clearly stated. If being accused of posting something improper (such as their copyrighted material or a defamatory comment), deal with it quickly to mitigate against possible negativity and advise Brescia’s Communications Office of the incident.
- XIII. **Clarification and extension of policy** – Social media is a rapidly evolving area of work, and new issues and opportunities to engage with social media on behalf of Brescia can be expected to arise in the future.

## **Enforcement**

Policy violations will be subject to disciplinary action, up to and including dismissal and termination of employment from Brescia University College.