

# Social Media Policy

- **Related Documents:**
  - Brand Standards Guide, TMU Digital Standards, Acceptable Use of Information Technology Policy, Student Computing Guidelines, Minimum Cybersecurity Controls
- **Owner:** AVP University Relations
- **Approver:** University Relations
- **Approval Dates:**

## I. Purpose

The University's social media accounts and channels serve as primary information sources for the University. They serve both internal and external audiences, including faculty, staff, current students, prospective students, alumni, members of the news media, donors, parents, and others. As such, it is important that the content posted to the accounts of the University is accurate, and is of a quality and standard that protects and enhances the identity and image of the University.

The purpose of this policy is to support effective digital communications by the University, which are fundamental to effective engagement, by both establishing standards and expectations for the use of the University's social media accounts, and setting out a governance structure that enables, supports and maintains the consistency and quality of the University's social media accounts and channels.

## II. Scope and Application

This Policy applies to all staff, students, and faculty of the University and is to be read in conjunction with the Acceptable Use of Information Technology Policy.

The Policy differentiates between the official use of social media on behalf of the University and private usage.

This Policy is not aimed at restraining academic freedom, or the and sharing of ideas, information and opinions by faculty, staff and students provided that the information shared on University Accounts does not jeopardise the goodwill, trust and professional relationship between the User and the University.

## III. Definitions

For the purposes of this Policy:

**“Account Manager”** means the designated individual(s) within a Functional Unit who is assigned the responsibility of managing the University Accounts specific to the Functional Unit.

**“Account Administrator”** means an individual who has access to a University account and the general permission to post content to it including the Account Manager.

**“Brand Property”** means graphic and non-graphic elements that are or have been used to identify the University, in whole or in part, including but not limited to, name, mark (all types of marks including non-traditional marks), insignia, logos, seals, crests, designs, or symbols.

**“Functional Unit”** means any operational segment of the University including faculties, divisions, schools, departments, offices, administrative positions, centres and institutes, and zones.

**“Procedures”** means the procedures and related guidelines to this Digital Content Policy as may be instituted by the University from time to time.

**“University”** means Toronto Metropolitan University.

**“University Account”** means an account on a social sharing service that facilitates user-generated content and conversation over the internet, including but not limited to Facebook, Twitter, Instagram, TikTok, YouTube, Snapchat, and LinkedIn, that is meant to represent or purports to represent the University, including any Functional Unit or an administrative position or role. “University Account” does not include private social media accounts that are personal to a named individual regardless that that individual may be a staff or faculty member or a student.

#### **IV. Policy**

1. University Accounts are the property of the University and should be used in a manner that is consistent with the University’s mission and values.
2. Individuals who intend to create a University Account must do so in accordance with the process set out in the Procedures.
3. All Account Administrators are responsible for what they communicate and share on or through University Accounts and must adhere to the standards of behaviour set out in this Policy and any related policies.
4. To ensure consistency and uphold and promote a professional, coherent and distinctive image and reputation for the University all content posted on or to University Accounts must conform to:
  - a. [Social Media Guidelines](#)
  - b. [TMU’s Digital Standards](#)

- c. [Brand Stewardship Policy](#)
  - d. [Acceptable Use of Information Technology Policy](#);
  - e. Platform terms and conditions specific to the University Account; and
  - f. Applicable laws and regulations, including but not limited to intellectual property, privacy and accessibility laws.
5. Account Administrators posting to University Accounts must ensure that they have appropriate permission to share any third-party materials, including all images, photographs, text and videos, before uploading them to or linking to them via a University Account, and, where sharing is permitted, should ensure that such materials or shared links are credited appropriately.
  6. Functional Units are responsible for maintaining the University Accounts under their control, for appointing an Account Manager, and for establishing permissions, access groups, and documenting how University Accounts are to be managed, revised and updated within the Functional Unit.
  7. In all cases where a private social media account of a University faculty or staff member or a student identifies the individual's affiliation with the University, it must be made clear through an appropriate disclaimer that the views expressed on or through that social media account do not represent the views of the University.
  8. University Relations is responsible for upholding the consistency of brand and tone that is reflected throughout the University Accounts. In order to protect the University's brand, information and reputation, any Account Manager must take direction from and/or grant access to a University Account as required by University Relations.
  9. University Relations is empowered to moderate and otherwise delete a post to a University Account that does not conform to this Policy, including from any individual user. University Relations may remove Account Administrators or otherwise block users from following a University Account for actions that violate this Policy or otherwise engage inappropriately.

## **V. Jurisdiction**

This Policy falls under the jurisdiction of the Assistant Vice President, University Relations who is responsible for the interpretation and application of this Policy, and the creation of such procedures and guidelines as necessary or desirable to give effect to this Policy.

## **VI Compliance**

The University manages compliance and enforcement of this Policy in accordance with existing processes in place including as set out in the Acceptable Use of Information Technology Policy.

Students are subject to the Code of Non-Academic Conduct; faculty, contract lecturers and unionized staff are subject to collective agreements and Human Resources processes, non-unionized staff are subject to Human Resources processes.

## **VII. Next Review Date**

This Policy is subject to review every three (3) years

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