



University Students' Council of the University of Western Ontario SOCIAL MEDIA POLICY

EFFECTIVE: 10, July, 2012

SUPERSEDES: 23, May, 2012

AUTHORITY: General Manager (Staff)
President (Executive)

RATIFIED BY: EXECUTIVE
COUNCIL
10, July, 2012

**RELATED
DOCUMENTS:**

- Human Resources Directive
- Corporate Online Systems Acceptable Use Policy

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1.00 PURPOSE:

1.01 This Policy is created under the Human Resources Directive of Council and provides guidelines for staff and volunteer conduct in relation to social media communications.

- (1) While the USC encourages the use of social media to better connect with our external audiences, it is also important that the USC is consistently represented across all social media platforms.
- (2) This policy shall augment an employee's responsibility under the Corporate Online Systems Acceptable Use Policy, which is signed by every employee upon accepting employment with the USC.

2.00 SCOPE

2.01 This Policy applies to all USC employees, including Executives, interns, part-time and full-time employees and other salaried student positions. The policy also applies to USC volunteers, including all commissioners, coordinators, and committee members. Volunteers do not include elected members of Council, those being voting members as defined by the By-law, student Senators, and student Board of Governors representatives.

2.02 This Policy does not apply to the use of social media by the Gazette or CHRW.

2.03 This Policy specifically contemplates the use of blogs, Twitter, and Facebook, as these are presently the most popular tools of social media. However, the general principles established also extend to other avenues of social media.

2.04 Employees and volunteers are also responsible for adhering to the USC Corporate Online Systems Acceptable Use policy when using social media.

3.00 PRINCIPLES

3.01 **Transparency:** When posting comments or material related to your employment or volunteer responsibilities with the USC, you must identify your relationship to the USC. It is unacceptable to assume an anonymous identity when initiating or responding to a topic related to the USC.



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- 3.02 **Accuracy:** When publishing information related to the USC ensure that you provide accurate information and clearly identify the source of that information. Also, keep commentary focused on your area of responsibility or expertise.
- 3.03 **Non-Discrimination:** Do not transmit messages with derogatory remarks about a person's race, colour, sex, age, disability, religion, national origin, physical attributes and sexual preference.
- 3.04 **Professionalism:** While using social media as a USC employee or volunteer, ensure your profile and content is consistent with how you would represent yourself with colleagues and clients.
- 3.05 **Confidentiality:** No messages disclosing sensitive, confidential, restricted, non-public, or proprietary information involving trade secrets can be transmitted over social media.

4.00 SEPARATION OF PERSONAL/WORK ACCOUNTS

- 4.01 If employees or volunteers use social media accounts in their capacity at the USC, then it is expected that a dedicated account be created that is separate from an employee or volunteer's personal accounts. All official USC social media accounts will be authorized and created as per established procedures.

(1) Executive members of the USC as defined by the By-Law are exempt from this clause.

- 4.02 Staff members and volunteers should not use their personal social media accounts to comment upon USC related topics.

5.00 OWNERSHIP

- 5.01 USC social media accounts are property of the USC. Employees and volunteers have no ownership rights over content posted to social media accounts, account followers, or any other materials.
- 5.02 The USC may transfer accounts to other individuals, or may delete accounts upon the departure of an employee or volunteer as per established procedures.