

This policy was written by drawing on the social media policies and purpose from Saint Mary's University and Dalhousie University.

### **Purpose**

Protect Individuals

Protect organizational School of Information Management Student Association (SIMSA) identity

### **General Principles**

When posting on social media there needs to be a difference between individual posts and posts made on behalf of SIMSA.

*Be Respectful:* Be aware of what you say and how you say it, it reflects on you and the Student Association. Think before you post.

*Keep it official:* When posting on behalf of the student association make sure that what is being posted is indeed official.

*Be transparent:* If you post material or discuss topics related to your work or to SIMSA, identify your relationship to SIMSA. Even if you take part in an anonymous discussion or use a nickname, disclose your connection to the topic at hand. Never pretend to be someone you are not.

*Succession Planning:* the SIMSA social media accounts are passed down from one executive to the next. New exec be sure to change the passwords, previous executive be sure to remove yourselves from the contact list.

*Personal Social Media Practice:* Represent yourselves, not the university.

If you encounter a situation while using social media that threatens to become antagonistic, you should disengage from the dialogue in a polite manner and seek the advice of a Faculty member.

## **Social Media Policy**

### **1. Policy statement**

- 1.1. This policy is intended to help School of Information Management Student Association (SIMSA) Executive members and general members make appropriate decisions about the use of social media.
- 1.2. This policy outlines the standards to observe when using social media in any capacity with SIMSA

### **2. Who is covered by the policy**

- 2.1. This policy covers all individuals part of SIMSA.

### **3. The scope of the policy**

- 3.1. All executive and general members are encouraged to comply with this policy at all times to protect the privacy, confidentiality, and interests of SIMSA.

### **4. Responsibility for implementation of the policy**

- 4.1. The Chair/Chairs has/have overall responsibility for the effective operation of this policy.
- 4.2. The Digital Publications Officer/Digital Publications Officers Assistant is responsible for monitoring and reviewing the operation of this policy and making recommendations for changes to minimise risks to our operations.

4.3. All students of SIM are responsible for their own compliance with this policy and for ensuring that it is consistently applied.

4.4. Questions regarding the content or application of this policy should be directed to Chair/Chairs.

### **5. Using social media sites in SIMSA's name**

5.1. Posting on SIMSA's official social media sites falls to the Digital Publications Officer, Digital Publications Officer Assistant and the Communications Officer. However, SIMSA members may provide content.

### **6. Using SIMSA social media**

6.1. It is important that SIMSA participate in conversations and direct interaction with the broader community on social media.

6.2. Before using school related social media you must:

- (a) have read and understood this policy; and
- (b) have sought and gained prior approval to do so from the SIMSA executive

### **7. Personal use of social media sites**

[the principles of appropriateness apply to both SIMSA social media and personal use]

7.1. Think before you post. Ask yourself this is an appropriate message and do you want to have your name and identity forever associated with what you are saying. Are you promoting positivity or perpetuating stereotypes?

7.2. Do not upload, post, forward or post a link to any abusive, obscene, discriminatory, harassing, derogatory or defamatory content.

7.3. Any student who feels that they have been harassed or bullied, or are

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offended by material posted or uploaded by a fellow SIMSA member onto a social media website should inform SIM administration.

7.4. Never disclose sensitive, anti-SIM or SIMSA, private or confidential information. If you are unsure whether the information you wish to share falls within one of these categories, you should discuss this with the Digital Publication Officer or the Digital Publication Officer Assistant.

7.5. Do not upload, post or forward any content belonging to a third party unless you have that third party's consent.

7.6. It is acceptable to quote a small excerpt from an article, but be sure to quote accurately, include references and when in doubt, link, don't copy.

7.7. Before you include a link to a third party website, check that any terms and conditions of that website permit you to link to it. All links must be done so that it is clear to the user that they have moved to the third party's website.

7.8. When making use of any social media platform, you must read and comply with its terms of use.

7.9. Do not post, upload, forward or post a link to chain mail, junk mail, cartoons, jokes or gossip.

7.10. Be honest and open, but be mindful of the impact your contribution might make to people's perceptions of SIMSA. If you make a mistake in a contribution, be prompt in admitting and correcting it.

7.11. You are personally responsible for content you publish into social media tools – be aware that what you publish will be public for many years.

7.12. Don't escalate heated discussions, try to be conciliatory, respectful and quote facts to lower the temperature and correct misrepresentations. Never contribute to a discussion if you are angry or upset, return to it later when you can contribute in a calm and rational manner.

7.13. If you feel even slightly uneasy about something you are about to publish, then you shouldn't do it.

7.14. Don't discuss fellow SIMSA members or Faculty of SIM without their prior approval.

7.15. Always consider others' privacy and avoid discussing topics that may be inflammatory e.g. politics and religion.

7.16. Avoid publishing your contact details where they can be accessed and used widely by people you did not intend to see them, and never publish anyone else's contact details.

7.17. If you notice any content posted on social media about SIMSA (whether complementary or critical) please report it to the Digital Publications Officer, the Communications Officer and the Chair/Chairs.

## **8. Monitoring use of social media websites**

8.1. Students should be aware that any use of social media websites is available to far broader a community than just SIMSA. SIMSA is responsible for self-monitoring of content.

8.2. Misuse of social media websites can, in certain circumstances, constitute a criminal offence or otherwise give rise to legal liability against you and us. It may also cause embarrassment to us and to our association.

8.3. In particular uploading, posting forwarding or posting a link to any of the following types of material on a social media website, whether in a professional or personal capacity, will amount to gross misconduct (this list is not exhaustive):

(a) pornographic material (that is, writing, pictures, films and video clips of

a

sexually explicit or arousing nature);

(b) a false and defamatory statement about any person or organisation;

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- (c) material which is offensive, obscene, criminal discriminatory, derogatory or may cause embarrassment to us, our clients or our staff;
- (d) confidential information about us or any of our students (which you do not have express authority to disseminate);
- (e) any other statement which is likely to create any liability (whether criminal or civil, and whether for you or us); or
- (f) material in breach of copyright or other intellectual property rights, or which invades the privacy of any person.

8.4. If you notice any use of social media by students in breach of this policy

please report it to the executive, if the offence is caused by a member of the executive take the issue of a SIM faculty member.

### **9. Monitoring and review of this policy**

9.1. The Chair/Chairs shall be responsible for reviewing this policy in the last month of their term to ensure that it meets legal requirements and reflects best practice.

\*This policy was created by modifying Guidelines from Dalhousie University and Saint Mary's University.

<http://www.smu.ca/webfiles/5-1005SocialMediaGuidelines.pdf>

[http://www.dal.ca/content/dam/dalhousie/pdf/university\\_secretariat/policy-repository/SocialMediaNetworkingGuidelines.pdf](http://www.dal.ca/content/dam/dalhousie/pdf/university_secretariat/policy-repository/SocialMediaNetworkingGuidelines.pdf)