



King's University College Student ' Council

SOCIAL MEDIA POLICY

EFFECTIVE	April 29, 2024	SUPERSEDES	N/A
AUTHORITY	The Executive Council	RATIFIED BY	The Board of Directors

PURPOSE

This Policy provides guidelines for KUCSC members conduct regarding the appropriate use of social media as a form of communication. While the KUCSC encourages the use of social media to better connect with external audiences, it is also important that the KUCSC is consistently represented across all social media platforms.

Additionally, it is important to note that as representatives of the KUCSC, members must be held to a higher standard of behaviour as their actions reflect upon and could harm KUCSC and or its Members.

All KUCSC members are expected to follow these guidelines when representing KUCSC whether their use of KUCSC social media happens during “work” time dedicated to KUCSC, on KUCSC property or not.

RELATED

By-Law #1

SCOPE

This Policy applies to all KUCSC members. Members include; Executives, volunteers, including all associates, commissioners, coordinators, and committee members in both paid and unpaid positions.

This Policy specifically contemplates the use of blogs, Facebook, Instagram, and Twitter, as these are presently the most popular tools of social media. However, the general principles established also extend to other avenues of social media that exist now or may exist in the future.

POLICY

Authorized members have access to log into, publish and post on, repost and share from, and answer direct messages from one or more of these social media accounts. These members inherently represent the KUCSC and should be prudent and conscientious when using KUCSC social media accounts. To meet KUCSC’s standards for consistency, integrity, and professionalism, members must abide by these guidelines when using company social media accounts.



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Ownership of Social Media Accounts

- 1) KUCSC social media accounts are property of the KUCSC. KUCSC members have no ownership rights over content posted to social media accounts, account followers, or any other materials.
- 2) The KUCSC may transfer accounts to other individuals or may delete accounts upon the departure of a KUCSC member as per established procedures.
- 3) KUCSC members that use KUCSC social media accounts in their capacity at KUCSC are expected to use a dedication account that is created separate from their personal accounts.
- 4) All official KUCSC social media accounts will be authorized and created as per established procedures.
- 5) KUCSC members should not use their personal social media accounts to comment upon KUCSC related topics.

Transparency and Accuracy When Posting

- 1) When posting comments or material related to employment or volunteer responsibilities with the KUCSC, members must be fully transparent by identifying their relationship to KUCSC. It is unacceptable to assume an anonymous identity when initiating or responding to a topic related to KUCSC.
- 2) When publishing information related to KUCSC, members must ensure that they provide accurate information and clearly identify the source of that information. Further, members shall keep commentary focused on their area of responsibility or expertise.

Photography

Members must acquire consent from another member or student before posting any photographs of them on any KUCSC social media accounts. Images used in social media posts should roughly represent Canadian demographics. Illustrative materials should reflect the diversity of the Canadian population across as many dimensions as possible.

Copyright Laws

Members must respect copyright laws and never post copy, images, or videos created by another artist or business without proper attribution and authorization. Members must also properly attribute or cite any research or other evidence to the right source.



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If Members have questions about plagiarism or copyright laws, they should contact the KUCSC President.

Professionalism and Confidentiality

- 1) While using social media KUCSC members shall ensure that their profile and content is consistent with someone in a role model, leadership position.
- 2) Members must not disclose sensitive, confidential, proprietary, or restricted information restricted on social media accounts. The disclosure of confidential or proprietary information without prior written authorization from the KUCSC President may result in immediate discipline or termination.

Security

Members must exercise all cybersecurity best practices when using KUCSC social media. For example, members should avoid;

- Clicking links or downloading content from unknown sources sent in a direct message or otherwise;
- Sharing account passwords with anyone;
- Connecting social media accounts to other third-party apps;
- Participating in quizzes or challenges on social media that ask for personal information;
- Participating in phishing schemes by offering personal or confidential KUCSC information; or
- Changing established privacy settings unless authorized to do so by the KUCSC President.

Reporting

To protect the mission, integrity, and reputation of KUCSC and its member, everyone has a responsibility to report the following to the KUCSC President;

- The discovery of any unauthorized social media account that members or non-members have created where they are actively representing KUCSC.
- Influencers seeking brand deals
- Cybersecurity threats, phishing schemes, or malware detection;
- Known imposter accounts;
- Instances of members using company social media in any way that does not follow the guidelines outlined in this policy



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Accountability

Members are accountable for what they share or imply on any KUCSC social media accounts. Inflammatory, discriminatory, harassing, disparaging, or otherwise negative statements, language, or posts are not permitted.

Failure to Comply

Failure to comply with this policy may result in immediate discipline or termination.

It is also important to note that some offences could be considered criminal in nature and as such, the KUCSC President will morally and ethically be required to contact the Police.

PROCEDURAL AUTHORITY

- 1) Further Procedures necessary for the effective and efficient implementation of this policy shall be established and amended as necessary by the Board of Directors.
 - a. The scope of such Procedures is limited to the scope of this policy.
 - b. In the event of any conflict, this Policy supersedes any documents created under it.

POLICY REVISIONS

Revision Date	Details of Revision	Release Date	Authorization
April 2024	Complete rewrite of existing policy.		