**Social Media Guidelines for Students of Southeast College**

**Why do we need guidelines for social media?**

Southeast College aims to provide a safe, secure and supportive environment for all students, staff and visitors who access its facilities and services. This applies to all environments including social media.

For the purposes of these guidelines, the term “Social Media” is used to describe dynamic and socially interactive, networked information and communication. Example sites include but are not limited to:

* Facebook, Twitter, Instagram, SnapChat, LinkedIn, YouTube, etc.

Southeast College has a number of official accounts on sites such as Facebook, Twitter, Instagram and LinkedIn where the opinions expressed and information shared reflects the views of Southeast College as a corporate body. Students are not permitted at any time to set up any social media accounts using Southeast College’s name in any form or abbreviation or use any logo’ or images that are the property of Southeast College.

**General Guidelines**

1. Be responsible in your communications

A successful experience in social media includes honesty, thoughtfulness and awareness of your audience. Ensure communications are in good taste and be sensitive about linking to content because redirecting to another site may imply an endorsement.

Be civil, exercise good judgement and apply common sense. Never use profanity, slurs or derogatory comments. If you feel angry or passionate about a subject, it’s wise to delay posting until you are calm and clear headed.

1. Be transparent and authentic

Be yourself and be honest with your identity. If you choose to post about the College on your personal time, please identify yourself as a College student when appropriate. Never hide your identity for the purpose of promoting the College through social media. Never pretend to be someone else and post about the College.

**Authorization to post on behalf of Southeast College must be approved in writing by Manager, Marketing and Communications or President and CEO.**

1. Be accurate

Ensure that you have all the facts before you post. It’s better to verify the facts first than to post a correction or reaction later. If you make an error, correct it quickly and visibly.

1. Respect the thoughts of others

Always give credit to your sources for their work and make sure you have the right to use something before its published, posted or retweeted.

Do not include College brand symbols in personal postings.

1. Protect confidential and proprietary information

Do not post confidential or proprietary information about the College, its students, its alumni or its employees. Online postings are not private and are stored on servers for longer than you will be around. Use good ethical judgement and follow privacy policies such as Freedom of Information and protection of privacy (FOIP) legislation.

1. Respect College time and property

It is appropriate to post at school if you have been instructed to do so or your comments, tweets, video’s etc are directly related to accomplishing established goals. Maintain your personal pages or accounts on your own time using your own personal computer and equipment.

1. Choose your associations wisely

Do not use the College’s name to endorse or promote any product, cause, religious matters or political matters. Linking to other sites can be a good thing, but consider how those associations will affect potential students, donors, funders and stakeholders.

1. Creation of social media channels in any variation of Southeast College’s name

**Students do not have the authority to create, publish or manage any social media pages, platforms.**

If you have any questions about these guidelines or at any time need guidance on how to respond to any type of social media post, comment, photo, etc, please contact Manager, Marketing and Communications or your supervisor.