

TYPE:	Administrative
TITLE:	Social Media
NO.:	268
RESPONSIBILITY:	Associate Vice President, Communications and Marketing
APPROVED BY:	Durham College Leadership Team
EFFECTIVE DATE:	November 2024

1. Introduction

Strategic promotion of Durham College's (DC) brand through our social media presence is essential to the College's success in attracting and influencing current and prospective [students](#) and other key audiences including donors, business leaders, community partners, government and educators.

The Communications and Marketing (C+M) department collaborates with DC [employees](#) to ensure social media channels are being used effectively to engage with external and internal audiences.

2. Purpose

This policy and Procedure establish clear guidelines and expectations for DC employees and representatives' use of social media. It helps protect DC's reputation, ensure compliance with legal and ethical standards, and promote consistent, responsible communication across all social media platforms.

3. Definitions

Refer to [Durham College's Standard Definitions](#).

4. Policy statements

- 4.1. DC's [corporate social media](#) presence is a communication tool that supports its core business functions. Additionally, it provides timely information and updates to our stakeholders.
- 4.2. DC's official social media accounts are one of the designated channels that Communications + Marketing (C+M) uses for emergency communications. Please refer to [Policy ADMIN-265 Emergency Communications](#) for more information.
- 4.3. DC's social media presence leverages various digital and online tools to produce, post, and interact with DC's stakeholders. DC's official channels use text, images, video, live streaming, and audio to communicate, share, collaborate, and network. These include, but are not limited to, blogs, social network platforms such as Facebook, Instagram, LinkedIn, TikTok, Reddit, and

YouTube, podcasting, wikis, and other similar tools.

- 4.4. Content posted to DC's official social media accounts must comply with all applicable college policies and provincial and federal laws and regulations. It must meet the standards and guidelines established by the social media platform(s) used.
- 4.5. If an account does not adhere to the social media code of conduct, C+M will assume control and close it if necessary.
- 4.6. To ensure brand management and consistency with other media, C+M is responsible for approving and creating social media accounts and maintaining administrative rights for the official presence, including credentials. If credentials are changed at any time, C+M must be notified.

5. Procedure

5.1. Corporate social media accounts

The C+M department creates and actively monitors accounts to ensure that a robust and positive brand image, consistent with DC's mission, vision, and values, is proactively communicated to all external audiences.

- 5.1.1. The Brand Manager, in consultation with the Associate Vice President, Communications and Marketing, is responsible for overseeing and strategically developing the College's corporate social media accounts.
- 5.1.2. The C+M Social Media Strategist, under the guidance of the Brand Manager, manages and oversees DC's Corporate social media accounts on a daily basis. The Strategist monitors channels and creates and maintains a positive digital image of DC through the college's various social media channels, including Facebook, Instagram, LinkedIn, TikTok, Reddit, and YouTube. The strategist shares content and stories of interest with DC's audiences and stakeholders, as well as emergency communications and issues management.
- 5.1.3. C+M provides guidance and support to employees responsible for administering departmental, Faculty, program, or courses.

5.2. Social media administrators

Social media administrators are employees responsible for departmental Faculty or program-level social media accounts.

- 5.2.1. All requests to become social media administrators on a new social media account must be emailed to socialmedia@durhamcollege.ca, with approval from the employee's supervisor.
- 5.2.2. C+M will collaborate with the social media administrator to create and set

up the social media account. C+M must be consulted prior to creating any new departmental, Faculty, program, or course-level account to ensure compliance with DC's standards.

- 5.2.3. Employees administering social media accounts are responsible for posting relevant content and actively monitoring their accounts in accordance with the [social media code of conduct](#).
- 5.2.4. Negative comments that could potentially damage DC's brand and reputation must be managed in a timely manner. Account administrators must advise DC's Social Media Strategist or Brand Manager, who will provide guidance and support for effectively managing negative comments on social media.

6. Accessibility for Ontarians with Disabilities Act considerations

Accessibility for Ontarians with Disabilities Act (AODA) standards have been considered in the development of this policy and procedure and it adheres to the principles outlined in the College's commitment to accessibility as demonstrated by the Multi-Year Accessibility Plan.

7. Non-compliance implications

Identify the possible consequences of non-compliance with this policy and procedure and any timelines associated with compliance. These implications could include financial, reputational and human rights challenges, or potential legal or other sanctions against the college.

8. Related forms, legislation or external resources

- [Creating a social media presence](#)
- [Social media code of conduct](#)