

TYPE:	Administrative
TITLE:	Social Media
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RESPONSIBILITY:	Chief Administrative Officer & Associate Vice President, Communications and Marketing
APPROVED BY:	Durham College Leadership Team
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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 stakeholders 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 audiences.

2. Purpose

DC's social media presence is an important forum for online conversations and information sharing. Social media is an integral part of an overall communication strategy to maintain and increase the reputation of DC's programs, services and initiatives and to engage the members of its community by providing responsive and accurate information and customer service.

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 DC's core business functions, additionally, it is used to provide timely information and updates to our stakeholders.
- 4.2. DC's social media presence leverages a variety of digital and online tools to produce, post and interact with DC's stakeholders. DC's channels use text, images, video and audio to communicate, share, collaborate and network. This includes, but is not limited to, blogs, social network platforms such as Facebook, Twitter, Instagram, LinkedIn and YouTube, podcasting, wikis and other similar tools.

5. Procedure

5.1. Corporate social media accounts

Accounts will be created and monitored actively by the C+M department to ensure that a strong, positive brand image, which is consistent with DC's mission, vision, and values, is proactively communicated to all external audiences.

5.2. Social media administrators

Social media administrators are employees responsible for departmental, school or program level social media accounts.

5.2.1. All requests to become a social media administrator on a new social media account must be emailed to socialmedia@durhamcollege.ca with approval from the employees' supervisor.

5.2.2. The social media administrator will be required to review and complete the social media guidelines and documentation.

5.2.3. C+M will work in collaboration with the social media administrator to create and set-up the social media account. C+M must be consulted prior to the creation of any new departmental, school, program or course level account to ensure compliance with DC's standards.

5.3. Social media ambassadors

Representing the College through social media, social media ambassadors share their personal DC experiences demonstrating that DC is a post-secondary destination of choice.

5.3.1. Social media ambassadors must qualify to participate by obtaining approval from their supervisor and C+M.

5.3.2. Social media ambassadors are required to successfully complete the required training modules that have been created by C+M.

5.3.3. Those interested in becoming a social media ambassador should submit their request to socialmedia@durhamcollege.ca with the approval of their manager or immediate supervisor.

6. Roles and responsibilities

6.1. Communications and Marketing

6.1.1. The manager, Communications, in consultation with the associate vice president, Communications and Marketing, is responsible for the oversight and strategic development of the College's corporate social media accounts.

- 6.1.2. The Communications and Marketing Social Media Strategist, under the guidance of the Manager, Communications, is responsible for management and day-to-day oversight of DC's corporate social media accounts. The Social Media Strategist monitors channels and is responsible for creating and maintaining a positive digital image of DC through the college's various social media channels, including Twitter, Facebook, LinkedIn, Instagram, by sharing content and stories of interest of DC's audiences and stakeholders.
- 6.1.3. Communications and Marketing provides guidance and support to employees who are responsible for administering [departmental, school, program or course level DC social media accounts](#).
- 6.1.4. In cases where an account cannot adhere to the social media code of conduct, Communications and Marketing will assume control of the account and close it if necessary.
- 6.2. Social media administrators
 - 6.2.1. Employees administering social media accounts are responsible for posting relevant content and actively monitoring their account in accordance with the [social media code of conduct](#).
 - 6.2.2. Negative comments that could potentially be damaging to DC's brand and reputation are to be managed in a timely manner. Account administrators must advise DC's Social Media Strategist or Manager, Communications, who will provide guidance and support to effectively manage negative comments on social media.
 - 6.2.3. Posted content must comply with all applicable college policies, provincial and federal laws and regulations and must meet the standards and guidelines established by the social media platform(s) being used.
- 6.3. Social media ambassadors
 - 6.3.1. Social media ambassadors are responsible for posting relevant content and actively monitoring their account.
 - 6.3.2. Negative comments that could potentially be damaging to DC's brand and reputation are to be managed in a timely manner. Social media ambassadors must advise DC's social media strategist or manager, Communications, who will provide guidance and support to effectively manage negative comments on social media.
 - 6.3.3. Social media ambassadors are required to review and adhere to the [social media code of conduct](#) and the [social media ambassador agreement](#).

- 6.3.4. Social media ambassadors must ensure that they comply with all applicable College policies and procedures, provincial and federal laws and regulations and meet the standards and guidelines set out by the social media platform(s).

7. 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 Accessibility Plan (ADMIN-203).

8. Non-compliance implications

Non-compliance with this policy and procedure could negatively impact the current and prospective College community with both external stakeholders and the media, which could lead to significant financial loss and damage to the College's reputation.

9. Related forms, legislation or external resources

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