


Social Media Procedure		
Parent Policy:	Operations and Finance Committee Terms of Reference	
Related Policies:	n/a	
Approving Body:	General Manager or Designate	
Passed:	March 27, 2013 (OPFI)	
Amended:	December 1, 2022 (GM)	

History

Originally passed in March 2013, the Social Media Procedure were most recently updated in 2022 to implement a commitment to accessibility and inclusive design best practices and update formatting.

Definitions

Social Media means websites and applications that enable users, including the Students' Union, to create and share content, or to participate in social networking. Social Media includes without limitation Facebook, Twitter, Instagram, and YouTube.

Authority

- 1 The Operations and Finance Committee Terms of Reference grant the Operations and Finance Committee the authority to approve policies and procedures regarding the use of SU space and resources; and other operational or financial matters delegated by SLC.
- 2 The Policy Development and Review Procedure establishes that SU Operational Procedures shall be approved by the General Manager, or as designated to senior management staff, with timely reporting to the Operations and Finance Committee.

Purpose

- 3 The purpose of this procedure is to establish guidelines for the management of official SU Social Media accounts.

Procedure

- 4 Social Media shall be used to represent the Students' Union in a positive light at all times. Use of official Social Media accounts must reflect the SU's strategic plan, mission, vision and values.
- 5 The SU shall use Social Media to:
 - (a) Engage students;
 - (b) Provide information regarding university and government decisions and initiatives;
 - (c) Promote SU events, services, programs, and businesses; and

- (d) Gather real-time feedback from students.
- 6 The SU shall follow only individuals and groups that contribute to and enhance the SU's ability to serve and represent student interests at the University of Calgary. This may include but is not limited to:
- (a) Current students;
 - (b) Alumni;
 - (c) Student organizations;
 - (d) Community and government organizations;
 - (e) Local businesses;
 - (f) Politicians; and
 - (g) Prominent members of the community.
- 8 The SU shall ensure Social Media content is as accessible as possible, through ongoing review and use of inclusive design best practices.
- 9 The SU shall remain non-partisan in all Social Media communications. Social Media content shall not endorse or oppose any political candidate or party; however, content may address issues directly related to SLC approved advocacy policy (e.g. market modifiers, sustainability, secondary suites, etc.).
- 10 The SU shall not post material that is obscene, defamatory, profane, libelous, threatening, harassing, abusive, hateful, untruthful, or embarrassing to another person or entity, including but not limited to employees, partners, students, competitors, vendors, the university, or community members.
- 11 (1) The SU shall not endeavor to improve its own image at the expense of others' by posting content that makes disparaging comparisons. This includes, but is not limited to content regarding:
- (a) The University of Calgary;
 - (b) Student groups at the University of Calgary;
 - (c) Other post-secondary institutions;
 - (d) Student associations or student groups at other post-secondary institutions;
 - (e) Municipal, provincial, or federal government;
 - (f) Community organizations; and
 - (g) Individuals affiliated with any of the above organizations.
- (2) The SU may engage in friendly rivalries entered into willingly by both parties. Such content shall be good-natured and intended to foster school spirit and pride.
- (3) In the event that an individual or organization expresses dissatisfaction with content posted by the SU in this regard, the SU shall post a public apology.
- 12 Account administrators may respectfully and factually respond to misrepresentations of the SU in Social Media, provided that the President or other member of the Executive has been notified. The SU shall not engage in arguments with others via Social Media.

- 13 Before posting content, account administrators should consider:
 - (a) Is this information helpful or informative?
 - (b) Is this information positive?
 - (c) Could this content negatively impact the SU in any way?

- 14 The SU shall use Social Media to demonstrate that it is dedicated to serving and representing students by:
 - (a) Exhibiting leadership;
 - (b) Offering guidance and help;
 - (c) Sharing relevant content;
 - (d) Maintaining a professional and positive tone;
 - (e) Being creative;
 - (f) Being relatable and approachable;
 - (g) Being respectful and inclusive; and
 - (h) Being truthful.

- 15 All Social Media communications shall respect copyright and fair use legislation. The SU shall cite persons or organizations when sharing content via Social Media.

- 16 The SU shall be respectful of individuals' privacy. The SU shall not share personal information and shall use alternate channels of communication where appropriate.

- 17 In the event of an emergency:
 - (a) All communication shall go through official Social Media accounts only;
 - (b) Regular Social Media communications shall be suspended;
 - (c) Official Social Media accounts shall be monitored closely;
 - (d) Important information related to the emergency situation shall be shared; and
 - (e) The tone of communications shall be primarily informative.

- 18 When an error is made, the SU shall acknowledge the error and correct it as soon as possible. Modified posts shall be clearly labeled as such.

- 19 Account administrators shall ensure the quality of Social Media communications by:
 - (a) Using spell-check;
 - (b) Confirming the accuracy of content with others;
 - (c) Engaging in best practices regarding the frequency of posting content; and
 - (d) Using discretion in regard to time-sensitive information.

- 20 Social Media content about contests administered by the SU shall include reference to any contest rules that are in place.

Accountability

21 The General Manager or designate is responsible for the implementation, administration, and review of this Procedure.

22 (1) The General Manager or designate is responsible for approval of this Procedure.

(2) Any amendments to this Procedure must be reported to the Operations and Finance Committee at the first meeting following approval of the amendments.

Amendment History: December 1, 2022 (GM).