



King's University College at Western University Social Media Guidelines

1. Background

King's has embraced social media* and is active on Facebook, Twitter, Instagram, Snapchat and YouTube. King's social media sites and groups are an extension of the King's community and must provide a voice consistent with the value and mission of the institution. A vibrant and relevant online presence helps students and employees tell an authentic story of King's that is consistent with its values and goals and most importantly, the student experience. Our goal in social media is to reach, connect, and engage in a two-way conversation with current students, future students, alumni, donors and the larger community. We acknowledge that we participate in the conversation within social media but cannot control the conversation. We are honest and responsive and strive for open discussion. We share our pride in King's but recognize that these forums are conversation not promotion.

The complexity of the different platforms within social media as well as its changing nature creates the need for a set of guidelines to be used by King's employees and students. These guidelines will assist all members of the community in their understanding of their responsibilities when engaging in social media as well as provide a helpful guide for all those interested. The guidelines will also provide guidance to employees who post as King's as our online voice. The guidelines will also provide protocols for implementation and use of social media in an official capacity. The guidelines cover all members of the King's community who represent the university through social media that is accessible by the general public. If questions arise or more information is sought, the Communications Office serves as a resource and provides social media training.

*For the purpose of this document, social media is defined as any publically accessible platform through which users create online communities to share information, ideas, personal messages, and/other content.

Legal Context of Social Media

Users are expected to abide by applicable laws such as copyright, privacy, fair use, financial disclosure. For example, respect of privacy requires the use of photo consent forms, asking permission of groups and advising of posting at public events. In addition, King's employees and students must follow College regulations, rules and policies including King's Harassment and Discrimination Policy:

<http://www.kings.uwo.ca/kings/assets/File/depts/hr/harassment-discrimination-policy.pdf>

and Work Place Violence Policy:

<http://www.kings.uwo.ca/about-kings/who-we-are/administrative-departments/human-resources/work-place-violence-policy-bill-168/>

In addition, students must abide to the King's University College of Student Conduct:

http://www.kings.uwo.ca/assets/File/currentStudents/studentLife/conduct/code_of_conduct_2003.pdf

These guidelines do not address student-to-student communication nor faculty-to-student or student-to faculty communication via social media. However, the Code of Conduct sets forth expected standards of behavior with respect to student communications and establishes a range of disciplinary options and guidance intervention that can be used when students engage in misconduct involving social media.

Posts and other content added by King's staff and administration social media accounts are official King's University College content. Opinions expressed by other users do not necessarily reflect the opinion of King's. User provided content is not screened or evaluated during the submission process. However, employees should treat professional social media space and communication like a professional workplace. The same standards expected in professional settings are expected on professional social media sites. If a particular type of behavior or communication is inappropriate in a professional workplace then that behavior is also inappropriate on the professional social media site. Employees should exercise caution, sound judgment and common sense when using professional social media sites. Employees who engage in professional social media activities should maintain separate professional and personal email addresses and social media accounts. Personal email addresses should not be used on professional social media accounts or in any professional communication. In Section A, the roles and responsibilities of different roles and units/departments are discussed. In Section B, guidelines for professional conduct are outlined. In Section C, unacceptable communication and behavior on social media are discussed.

Please note: All members of the King's community are urged to discuss any concerns regarding content or behavior within a King's social media community by contacting immediately communications@kings.uwo.ca.

SECTION A: DEFINITION OF ROLES AND RESPONSIBILITIES

1. The following roles now exist:

King's Social Media (Communications Manager): content plan creator, content creator and publisher, responds to concerns and questions, checks for unofficial accounts and provides environmental scans. Approves and records all social media accounts officially tied to the university. Reviews campus accounts for adherence to the guidelines.

King's leaders (Principal, Dean of Students etc.): content creator, publishes as professional. Posts from their King's email account. Key account names such as "King's Principal" are the property of King's.

Students' Council: The King's Student Code of Conduct applies to KUCSC social media. While operated outside of King's, the Students' Council social media is operated by King's employees and students and must adhere to our standards. (?)

Social Media assistant: content creator, content publisher, environment scanner

Work study students: content creators, authentic student voice, can post with permission, scans #igotokings

Interns: content creators, can post with permission, innovators of new platforms, scans #igotokings

School of Social Work: has its own School of Social Work Social Media Policy which adheres to the values outlined in the CASW Accreditation Standards and Code of Ethics as well as the Student Code of Conduct and the values of academic freedom. The School of Social Work policy extends to any of use of social media (not just from King's email accounts) by Social Work students.

Department/Program social media leads for individual accounts: Individual accounts include, for example, Library, Residence, Social Work, International, Liaison, Learning Skills, King's Hour, Experiential Learning trips (including Ethiopia, Dominican Republic, Tanzania, Rome). While King's operates several separate social media accounts we are mindful not to dilute our brand by having a large number of social media accounts within the university. Key areas/programs with social media accounts need to tag @kingsatwestern in postings so that the main account can speak of and about the entire university as one entity.

Please Note: *Campus Ministry* operates its own accounts as Christ the King Parish and abides by its own guidelines. In addition, *King's Alumni Association* operates its own accounts and abides by its own guidelines. King's social media fully supports, shares and promotes Campus Ministry and Alumni Association social media.

Special Event Days: During key campus days (such as Convocation, Feast of Christ the King, Open Houses, King's Hours etc.), King's will go live on social media channels at a high rate of posting. All other channels should reduce or eliminate postings if not participating in the live social conversation.

2. Responsibilities for individuals/departments/units:

- Designate employee responsible for social media
- Connect that employee with Communications for training
- Request platform(s)
- Obtain assistance for appropriate profile and banner images
- Operate platform(s) from King's email accounts
- Determine internal department/program message approval process
- Keep content current, accurate, consistent with ongoing management and responses to the community

Follow guidelines:

- Conduct annual audit of social media and report data to Communications
- Plan for continuity of platform(s)
- If account cannot be operated then request help from Communications OR request Communications to operate account(s) if lacking employee resources

Negative comments

When dealing with negative comments: we keep our posts polite, kind and unemotional – avoid knee-jerk reactions but seek input from department/program leads when asked demanding questions or when receiving complaints, negative comments. Forward questions, concerns to appropriate departments i.e.) finance, parking, housing, academics, wellness. Advise that we are investigating and provide a response if possible. Departments will then contact posts by current students via email. Concerns which may fall under the Code of Conduct should be directed to the Dean of Students immediately.

Crisis

When activated by the Emergency Response Operations Committee, King's social media main accounts will overtake all other social media communications on campus. All campus accounts will re-post from the main account.

SECTION B: GUIDELINES FOR PROFESSIONAL CONDUCT ON OFFICIAL KING'S SOCIAL MEDIA ACCOUNTS

- Listen to the community on social media: follow, read and explore our community
- Post good, useful, relevant content for your audience creating a digital word of mouth about King's
- Give the community a reason to engage with King's
- Respond to community questions, concerns, positive and negative postings with 24 hours
- Set a tone that is consistent with King's core values, strategic vision, goals
- Be authentic, honest, kind, gracious and polite: the King's culture
- Speak with one voice on the platform: friendly and professional
- Understand who your target audience is: don't be all things to all people – use segmentation
- Use different channels for different purposes: Twitter – information, Instagram – images, Facebook – photos & information, Snapchat – rapid images no info, YouTube: video
- Limit frequency of posts to accepted norms; Twitter in thirty (30) minute intervals (re-tweets not included, exceptions for special events-live tweeting), Two (2) Facebook postings at maximum per day (optimum once a day in the afternoon), Instagram once a day unless special occasions, Snapchat rapid and unlimited
- Use @ tags in posts engaging with partners, internal accounts, visitors etc.
- Inform and support our internal community of your events, resources
- Be thoughtful in your posts, responses, timing
- Be flexible and willing to change course in a changing environment
- Be mindful of user generated content and share appropriately
- Be welcoming to visitors
- Be an ambassador for King's – loyal to the university and protect its reputation
- Remember that the account is a public extension of King's
- Look for commonality in other members of the community to create a connection
- Link from King's digital (web) to social media – don't drive traffic away from us
- Be ready in times of crisis to provide key information
- Step down in times of crisis elsewhere to clear the channels

SECTION C: UNACCEPTABLE COMMUNICATION OR BEHAVIOR ON SOCIAL MEDIA

The following communications or behaviors will not be tolerated:

- Any post that is abusive, harassing, stalking, trolling, threatening or attacking others
- Posts that are defamatory, offensive, obscene, vulgar or depicting violence
- Posts hateful in language targeting:
 - Age
 - Ancestry, colour, race
 - Citizenship
 - Ethnic origin
 - Place of origin
 - Creed
 - Disability
 - Family status
 - Marital status (including single status)
 - Gender identity, gender expression

- Receipt of public assistance (in housing only)
- Record of offences (in employment only)
- Sex (including pregnancy and breastfeeding)
- Sexual orientation
- race/ethnicity, religion, gender, nationality or political beliefs
- Fraudulent, deceptive, or misleading posts
- Revealing restricted records, data, or private information
- Deliberate disruption of discussion
- Posts that are “spam” or promotional in nature
- Any type of solicitation
- Posts that bear no relevance to the King’s community or target audience