

 <p>Capilano Students' Union</p>	Policy No.	Approval Authority
	OP-07	Board of Directors
	Policy Name	Approval Date
	Social Media	March 26, 2021
	Responsible	Scheduled Review
	Executive Committee	March 2022

Purpose

The purpose of this policy is to set out policy principles and easy-to-understand guidelines by which the social media accounts and channels of the Capilano Students' Union are to be operated, including different approaches in the use of account and channel types, and the roles and responsibilities of account users.

Definitions

In this policy:

“primary account” means the primary social media accounts and channels of the Capilano Students' Union administered and operated by staff that are used to provide official statements and responses on behalf of the entire organization (such as the official @capstudentunion Instagram account).

“secondary account” means the secondary social media accounts and channels of the Capilano Students' Union administered and operated by staff that are used to provide official information about a specific program or service area, or a group of them (such as a @csuservices Instagram account).

“campaign account” means a community or campaign account administered and operated by staff and assigned to one or more student leaders to support engagement, dialogue, and community-building with the members (such as an account assigned to the collective liaisons).

“organizational account” includes a primary, secondary, or campaign account.


“student leader” means a student executive or a board member.

Scope

This policy applies to any social media accounts and channels of the Capilano Students' Union, including accounts dedicated to specific organizational areas (such as programs or services) or specific campaigns intersecting with elected student leaders' roles.

Principles


- 1. Reflection on the Capilano Students' Union.** All messaging on any organizational account that is in any way associated with the Capilano Students' Union will

 <p>Capilano Students' Union</p>	Policy No.	Approval Authority
	OP-07	Board of Directors
	Policy Name	Approval Date
	Social Media	March 26, 2021
	Responsible	Scheduled Review
	Executive Committee	March 2022

reflect upon the organization; an account user must exercise good judgement before posting content to an organizational account, including considering how the content will reflect upon the Capilano Students' Union.

2. **Inappropriate Use Prohibited.** Every account user must ensure that an organizational account is not used to publish, share, or otherwise promote:
 - (a) content that is defamatory or demeaning to anyone;
 - (b) the unauthorized disclosure of information contrary to the [privacy policy](#);
 - (c) content that violates the bylaws or any board policies;
 - (d) content that threatens, discriminates against, or harasses a person;
 - (e) the intentional misrepresentation of the poster's identity;
 - (f) the infringement of any copyright;
 - (g) views that are inconsistent with the organization's official positions;
 - (h) the infringement of the protection of any trademark law or logo;
 - (i) content that violates any other applicable laws; or
 - (j) content that purports to speak on behalf of the Capilano Students' Union where the account user has not received authorization to do so.

3. **Unified Messaging.** In order to ensure that online messaging of the Capilano Students' Union is unified, effective, and coordinated, the following guidelines are in place to prevent the inappropriate proliferation of social media accounts:
 - (a) One primary account may be created, administered, and operated by staff on each social media platform as the primary channel on that platform through which the Capilano Students' Union makes official statements.
 - (b) A secondary account, administered, and operated by staff, may be created on a social media platform where the executive director has determined that the volume and nature of content for one or more program or service areas justifies the commitment of additional staff resources.

 <p>Capilano Students' Union</p>	Policy No.	Approval Authority
	OP-07	Board of Directors
	Policy Name	Approval Date
	Social Media	March 26, 2021
	Responsible	Scheduled Review
	Executive Committee	March 2022

(c) A campaign account, created and administered by staff and operated with the support of both staff and one or more student leaders, may be created with the approval of the executive committee.


4. **Emergency Communications.** In the event of an emergency that requires a coordinated online response from the Capilano Students' Union, as determined by either the president or the executive director, all secondary and community accounts must suspend independent communications, and either go silent, or share only the official communications from primary accounts.
5. **Central Administration.** All organizational accounts must be created and administered by staff to ensure that the Capilano Students' Union can process requests for personal information under the [privacy policy](#), and to ensure that organizational accounts are transferred smoothly between account users.
6. **Security.** Account users must ensure that they follow the [acceptable use policy](#) when operating any organizational account. Login credentials must only be issued by authorized staff, and must never be transferred between account users. Account users must not alter the administrative settings of an account so as to interrupt or interfere with others' access to an organizational account.
7. **Training.** The executive director must ensure that all account users have received an orientation and training to this policy, the organization's brand and style guidelines, and the appropriate and effective use of organizational social media. An account user must receive training before operating organizational accounts.

Delegation

The board delegates the administration of this policy, and the authority to create social media procedures and programs to support this policy, to the executive director.

Review and Monitoring

The executive committee monitors compliance with this policy, and is responsible for annually reviewing this policy and recommending necessary updates to the board.

 <p>Capilano Students' Union</p>	Policy No.	Approval Authority
	OP-07	Board of Directors
	Policy Name	Approval Date
	Social Media	March 26, 2021
	Responsible	Scheduled Review
	Executive Committee	March 2022

Related Laws, Policies, and Procedures

- [Personal Information Protection Act](#) (British Columbia)
- [Procedures PR-01.1: Privacy](#) (Capilano Students' Union)
- [Procedures PR-01.2: Information Security](#) (Capilano Students' Union)
- [Policy PR-02: Information Classification](#) (Capilano Students' Union)
- [Policy HR-09: Appropriate Use of Technology](#) (Capilano Students' Union)
- [Policy BD-01: Board Ethics & Conduct](#) (Capilano Students' Union)
- [Policy BD-05: Risk Management](#) (Capilano Students' Union)
- [Policy HR-08: Standard of Conduct](#) (Capilano Students' Union)