


Policy Name:	SOCIAL MEDIA POLICY	 <p>coast mountain college</p>
Approved By:	Board of Governors	
Approval Date:	June 12, 2026	
Next Scheduled Renewal Date:	June 2028 or as required	
Policy Holder:	VP, Corporate Services & CFO	
Operational Lead:	Executive Director, External Relations	
Policy Number:	ADM-020	

## SOCIAL MEDIA POLICY

### 1.00 PURPOSE

#### 1.1 The purpose of this policy is to:

- a. establish the way in which official accounts are created and used by employees who represent the College to enhance marketing, communications and customer service.
- b. support community members having a consistent and positive experience of the college, across all platforms following communications best practices.
- c. establish parameters for Social Media usage with respect to protecting College information and reputation and moving forward considered strategies of engagement, based on communications best practices.
- d. limit the use of College logos by external accounts to CMTN approved instances only.

1.2 This policy is not intended to limit private use of social media by staff and faculty, or their academic freedom or freedom of speech, but rather to maintain the brand and reputation of Coast Mountain College delivering on our mandate as a public post-secondary institution.

### 2.00 DEFINITIONS

- 2.1 **Authorised CMTN Social Media Communicator:** Any Employees or volunteers (including Digital Ambassadors) of the College who use College Social Media channels for business purposes. Social media use should be included in the job description of any such individual and they should have relevant training and experience prior to assignment.
- 2.2 **Employee:** An individual who is employed by the College, including administrators, faculty members, staff, contractors, and students when employed by the College (e.g., as student assistants).
- 2.3 **Participant:** In this policy, Participant refers to a member of the public, a Student, or an employee who is not an Authorised CMTN Social Media Communicator who participates on a Social Media platform and comments, shares, or adds to College posts on official college Social Media channels.

- 2.4 **Student:** An individual who is registered in, or applying to, any course or program at the College. This includes individuals enrolled in part-time studies, individuals participating in Continuing Education and Workforce Training, and individuals registered through contract services or partnership arrangements such as dual credit or dual admission.
- 2.5 **Social Media:** A form of publicly available and interactive online communication in which users can generate and share content such as text, images, audio, and/or video, to inform, share, promote, collaborate, or network.
  - a. For purposes of this policy, Social Media includes, but is not limited to, sites such as Facebook, Instagram, LinkedIn, YouTube, TikTok, and Reddit.
  - b. The absence of, or lack of, explicit reference to a specific social platform does not limit the extent of the application of this policy. As new platforms are introduced, this policy will be equally applicable to them without advance notice.
  - c. Some social media channels permit the creation of community discussion groups, which are separate from the official college profile on that platform. This policy and its related procedure equally apply to college-related community groups that are administered or moderated by college faculty or employees.
- 2.6 **The College:** Coast Mountain College (CMTN).

### 3.00 OVERVIEW

- 3.1 Social Media platforms are powerful tools that have a significant impact on the college's reputation. They should be used with strategic intention and provide quality content to enhance that reputation, based on the strategic communications plan of the College.
  - a. The selection of Social Media platforms used by Coast Mountain College will align with the college values and the platforms that reach our intended audience in Northwest BC. Platforms that are not aligned will not be considered. Platforms that no longer meet these criteria can be discontinued at the discretion of the Executive Director, External Relations. New platforms can be added with the understanding that only a limited number will be active at any one time to ensure manageability.
- 3.2 Social Media can be used to quickly and efficiently communicate accurate information.
  - a. In the event of a public relations crisis, emergency, or natural disaster, only the Executive Director, External Relations or their designate will issue an official statement as the spokesperson for the College on College Social Media platforms.
- 3.3 The official CMTN Social Media channels will not be used for student-led projects, donation requests (excluding CMTN Foundation), labour relations, or similar topics.
- 3.4 All requests for specific posts to College Social Media accounts must be submitted to the Communications department for review and approval. These will be evaluated based on their alignment with the strategic communications plan and this policy and its related procedure.
- 3.5 New technologies and social networking tools continually evolve. This policy will be updated as part of the regular policy review cycle.

- 3.6 The College does not permit or endorse the unauthorized use of its logo, wordmarks, or other visual identity elements in any format on Social Media accounts that are not official to the College (student study groups for example).

#### 4.00 TERMS AND CONDITIONS OF USE

- 4.1 The Communications Team reserves the right to unpublish or delete any comments made by a Participant if it is determined that the College is being misrepresented or factually incorrect information is being shared.
- 4.2 Using personal Social Media accounts or user IDs for College business is prohibited, except where this is the only alternative, such as on unofficial Facebook groups. Contact [communications@coastmountaincollege.ca](mailto:communications@coastmountaincollege.ca) for advice.
- 4.3 Employees must not use their College email address to register personal Social Media accounts unless the account is authorized for official College use.
- 4.4 Access to social media accounts and pages should be limited to only those that need it.
- 4.5 Denigration of competitors, the College, or College affiliates, is not permitted in College Social Media posts or in Participant comments.
  - a. Communication should be respectful.
  - b. Hateful language and unlawful posts or Participant comments will be deleted.

#### 5.00 LIMITATIONS OF COLLEGE SOCIAL MEDIA ENGAGEMENT

- 5.1 The College does not endorse any opinions, images, or other types of material not specifically posted by the official Social Media accounts.
- 5.2 The College is not responsible for the accuracy of the claims, information, advice, or comments posted by Participants on official College Social Media channels or on public pages and forums.
- 5.3 The College will not endorse any external agency or event, community group, student-led group or event, or Students' Union event on the official Social Media accounts.
  - a. Exceptions can be made when there is an established partnership with an organization, and these exceptions are at the discretion of the Executive Director, External Relations, or a Vice-President, AVP, or President of the College.
- 5.4 All College accounts must adhere to the internal branding guidelines, *CMTN Visual Identity Guidelines*, and the *CMTN Writing Style Guide*.
- 5.5 The College Communications Team will:
  - a. determine who will have the authority to contribute content to official College Social Media channels
  - b. assign an Employee or team to manage and respond to Social Media conversations concerning the College, if required.

#### 6.00 PRIVACY AND CONFIDENTIALITY

- 6.1 Content that discloses private personal information in any way should never be posted by an Authorised CMTN Social Media Communicator.

- a. The College will not publish personal information about anyone without first gaining written consent.
- b. Failure to comply with this policy and the related procedure could lead to discipline.
- c. Third-party sites' terms and conditions must be followed.

6.2 Personal information shared in a comment by a Participant will be deleted by an Authorised CMTN Social Media Communicator as soon as possible.

6.3 Confidential matters should not be addressed on social media, including but not limited to matters before the courts or under police investigation.

#### 7.00 PERSONAL BLOGS AND SOCIAL MEDIA ACCOUNTS

7.1 The College takes no position on a Participant's personal decision to participate in Social Media activities outside of work.

- a. Users identifying themselves as a College employee on a social network should be mindful that their profile and related content are consistent with ADM-020P Social Media Procedure and with the Related Policies, Procedures, and Guidelines listed below.

#### 8.00 STUDENTS AND EDUCATION

8.1 A person's decision to participate in Social Media or not, is their choice and should not impact their educational experience. For this reason, instructors will use Brightspace and/or college emails to communicate with students about their course work. Social Media groups and platforms should not be used for this purpose.

8.2 If a student follows an instructor's personal Social Media account and is upset by the content, they can opt to unfollow their instructor without penalty.

8.3 Incidents of hate speech on Social Media may be reported by the witness to the RCMP for investigation.

#### 9.00 COMPLIANCE AND DISCIPLINE

9.1 Compliance with this policy is a condition of employment at the College. Any breaches of this policy or corresponding procedure will be investigated under the [HMR-001, Employee Code of Conduct](#) policy.

- a. All employees, contractors, and volunteers are expected to understand and adhere to the policy and the related procedure in their daily work.
- b. Failure to comply with this policy, related procedures, or FOIPPA may result in disciplinary action, up to and including termination of employment or contract.
- c. In cases involving willful or negligent breaches, the College may also pursue legal remedies or report the matter to the appropriate authorities.

9.2 Violations of this policy may result in disciplinary action, including suspension of access to College technology, or legal action in the event of criminal activity.

- a. Criminal activity may include, but is not limited to, bullying, discrimination, defamation, harassment, hate speech, or other unlawful conduct.

10.00 PSYCHOLOGICAL SAFETY ON SOCIAL MEDIA

- 10.1 The procedure provides recommendations for how to respond to Participant comments, whether by deletion or direct message.
- 10.2 In some cases, a Participant comment might be triggering for an Authorised CMTN Social Media Communicator. If this is the case, the Authorised CMTN Social Media Communicator can opt out of the situation by bringing it to the attention of Executive Director, External Relations or their designate.

11.00 RELATED POLICIES, PROCEDURES, AND GUIDELINES

- 11.1 [ADM-002, Copyright Policy for Faculty and Employee](#)
- 11.2 [ADM-002G, Copyright Guidelines](#)
- 11.3 [ADM-003, Freedom of Information and Protection of Privacy Policy](#)
- 11.4 [ADM-009, Student Non-Academic Conduct Policy](#)
- 11.5 [ADM-015, Employee Use of Artificial Intelligence for Workplace Tasks Policy](#)
- 11.6 ADM-020, Social Media Procedure
- 11.7 [HMR-001, Employee Code of Conduct](#)
- 11.8 [HMR-017, Public Interest Disclosure Policy](#)
- 11.9 [INF-001, Acceptable Use of Information Resources Policy](#)
- 11.10 [INF-002, Cybersecurity Policy](#)
- 11.11 [INF-002P, Cybersecurity Procedure](#)
- 11.12 [INF-003, User Account Management Policy](#)
- 11.13 [INF-004, Password and Authentication Policy](#)
- 11.14 [INF-004P, Password and Authentication Procedure](#)
- 11.15 [INF-005, College Data Classification Policy](#)
- 11.16 [INF-005P, College Data Classification Procedure](#)

12.00 OTHER SUPPORTING DOCUMENTS

- 12.1 Canadian [Copyright Act](#)
- 12.2 [CMTN Media Release Form – 18 and Under](#)
- 12.3 [CMTN Media Release Form – 19 and Over](#)
- 12.4 [CMTN Writing Style Guide](#)
- 12.5 [Coast Mountain College Logo Usage Quick Guide](#)
- 12.6 [CMTN Branding Guidelines](#)
- 12.7 *CMTN Visual Identity Guidelines*
- 12.8 [BC Freedom of Information and Protection of Privacy Act](#)

13.00 HISTORY

<b>Created/Revised/ Reviewed</b>	<b>Date</b>	<b>Author's Role</b>	<b>Approved By</b>
Created	2025	Executive Director, External Relations	Board of Governors