


Procedure Name:	SOCIAL MEDIA	 <p>coast mountain college</p>
Approved By:	Board of Governors	
Approval Date:	May 22, 2026	
Next Scheduled Renewal Date:	June 2028 or as required	
Procedure Holder:	VP, Corporate Services & CFO	
Operational Lead:	Executive Director, External Relations	
Procedure Number:	ADM-020P	

SOCIAL MEDIA PROCEDURE

1.00 PURPOSE

- 1.1 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.
- 1.2 This procedure comprises the major components of maintaining a Social Media channel at Coast Mountain College (the College). It is designed to help Authorised CMTN Social Media communicators make appropriate decisions when managing and/or developing Social Media initiatives to support the College and its mandates.

2.00 DEFINITIONS

The following definitions apply in this procedure:

- 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 **Copyright:** The sole and exclusive right of a Copyright owner to produce, reproduce, perform, publish, adapt, translate, and digitally communicate a work, and to control the circumstances in which others may do any of these things. Copyright law in Canada protects a wide range of works, including films, music, artistic works, as well as books.
- 2.3 **Digital Ambassadors:** Students who are registered with the Digital Ambassador program organized by the Marketing and Communications Team.
- 2.4 **Employee:** A person who is employed by the College, including administrators, faculty members, support staff, contractors, and Students when employed by the College (e.g., as Student assistants).
- 2.1 **Participant:** In this procedure, 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.
- 2.2 **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.

- 2.3 **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 procedure and its related 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 procedure and related policy equally apply to college-related social media groups that are administered or moderated by college faculty or employees.
- 2.4 **The College:** Coast Mountain College (CMTN).
- 2.5 **Works:** All original literary, artistic, dramatic, photographic, or musical creations including photos, videos, visual art, songs, etc. in physical and digital format.

3.00 MANAGING SOCIAL MEDIA CHANNELS FOR COAST MOUNTAIN COLLEGE

- 3.1 The College Communications team oversees **all** College-branded Social Media profiles. Starting new profiles or groups on behalf of a department or campus is not permitted without thorough consultation and detailed strategic and operational planning. Rather than starting a new profile or group, it is better to work with the Communications team to promote content about your program or campus through existing communications channels as part of an overall strategic plan. This avoids diluting or confusing the brand image, and leverages the expertise of the Communications team as well as a strong, established network. Please reach out to Communications@coastmountaincollege.ca if there is content you would like to see shared.
- 3.2 In the event that there are concerns about content shared on an official social media page, including but not limited to factual or grammatical errors, please email the concern to communications@coastmountaincollege.ca with the recommended correction.
- 3.3 Non-official groups that existed before December 2025 can be maintained or dissolved based on conversation with the Communications Team about their strategic value and goals, metrics, maintenance plans, and staffing commitment. The Executive Director, External Relations, should be added as an admin for any such profiles, pages, or groups, but these projects will remain the responsibility of the person or group that started them until they are dissolved. This responsibility includes contacting CMTN contributors directly about and post that contain errors or do not follow the parameters of ADM-020P Social Media Procedure.
- 3.4 Authorised CMTN Social Media Communicators are advised to prevent orphan accounts or poorly managed accounts by closing out-of-date accounts where necessary and not creating new profiles.

- 3.5 Access to College Social Media accounts must be approved by the account owner and managed in accordance with the INF-003, User Account Management Policy. Access must be reviewed periodically and removed when no longer required.
 - 3.6 Authentication credentials for College Social Media accounts must comply with the requirements of [INF-004, Password and Authentication Policy](#) and associated procedures. Where supported by the platform, multi-factor authentication must be enabled.
 - 3.7 Access to Social Media accounts must follow all platform guidelines.
 - 3.8 Any suspected compromise of a College Social Media account must be reported immediately to the IT Service Desk and handled according to [INF-002P, Cybersecurity Procedure](#).
 - 3.9 Photography, videos and text posted on social media sites should be removed from the active account after a period of four (4) years during a bi-annual review process. Photos, videos, documents and text relevant to the historical record of the college should be archived to SharePoint for future reference following the document retention policy and procedure.
 - 3.10 Accounts that are no longer active should be properly closed according to platform guidelines.
- 4.00 REPRESENTING THE COLLEGE
- 4.1 The person or team designated to manage and respond to College Social Media conversations is responsible for:
 - a. managing Social Media tools and channels.
 - b. responding to questions internally and externally about the Social Media site.
 - c. addressing problems and providing direction for Employees if a Participant becomes threatening, abusive, or harassing.
 - d. suggesting changes to the College Social Media policy and procedure when warranted.
 - 4.2 Authorised CMTN Social Media Communicators who participate in Social Media, on behalf of the College, are expected to represent the College in a professional manner. Failure to do so could have a negative impact on the College and could jeopardize that Authorised CMTN Social Media communicator's access to undertake College Social Media work in the future. This may impact their ability to fulfill the requirements of their job description. [HMR-001, Employee Code of Conduct](#) will apply, if relevant to the situation.
 - 4.3 Only public information may be posted on official College Social Media accounts. Official College Social Media channels must not contain sensitive personal information or other confidential information as defined by the BC [Freedom of Information and Protection of Privacy Act](#) (FOIPPA).
- 5.00 GUIDING PRINCIPLES FOR USING SOCIAL MEDIA
- 5.1 **Authorised CMTN Social Media communicators** will adhere to the following guiding principles for using Social Media:
 - a. Post quality, strategically considered content that enhances community engagement through sharing, commenting, networking, and actively following the account.

- b. Post meaningful, respectful replies to comments quickly when a response is appropriate.
- c. In the event that a Participant posts a complaint, the response should not be to escalate the situation, but to offer a departmental email that the Participant can reach out to, to have their complaint addressed in the comments or by commenting “Hi [Participant]. Please check your DMs. We’ve sent you details on who you can reach out to for a resolution on this concern” and send more information via private message.
- d. Know and follow the provincial and federal laws that protect personal information. When in doubt, refer to the BC [Freedom of Information and Protection of Privacy Act](#) (FOIPPA).
- e. Not disclose information classified as Confidential or Sensitive under [INF-005, College Data Classification Policy](#).
- f. Do not respond immediately on Social Media to a public relations issue or crisis. Instead, contact the Executive Director, External Relations for an official statement.

5.2 The post should reflect the College as a high-quality educational institution.

- a. Use high-quality photography that feels authentic. Consider the lighting, the background, the subject, the composition. Edit photos, if necessary, before posting, to create a clear visual message.
- b. Photos posted comply with privacy legislation. Photo consent forms are available on the SharePoint site. For people under 19, a guardian must sign the form.
- c. Photos posted comply with proper health and safety protocols and good judgement including the use of PPE where appropriate, safe use of equipment, etc.
- d. Review all written content to eliminate grammar, spelling, and capitalization errors using the CMTN Writing Style Guide as a reference. More than one person should review the language before it is posted and the *CMTN Writing Style Guide* should be referenced for questions.
- e. Consider the appropriate voice for the platform and the audience.
- f. Ensure that the post is aligned with one of the strategic pillars of the Social Media communications plan.
- g. Ensure that the content being shared is interesting to the audience. It should have value and be relevant *beyond* current students, staff and faculty. For current students, staff and faculty there are more appropriate internal communication channels.
- h. Limit the use of emojis. Any emoji use should contribute to readability and must be relevant to the content of the post. Emoji use should be sparing, carefully chosen, and culturally thoughtful in keeping with the CMTN brand and values.
- i. AI-generated text must be reviewed and fact-checked.

6.00 COPYRIGHT

- 6.1 Copyright applies to all original Works.
- 6.2 Posting Works on Social Media is considered copying.

- a. Best practice is to use Works with intellectual property licences that permit free use and repurposing by others (e.g., material provided under [Creative Commons](#)).
- b. The most basic requirement of intellectual property licensing, is providing attribution to the creator or author.
- c. Check the terms of use before sharing.

6.3 To use Work that does not have a Creative Commons licence, you must seek permission from the Copyright owner unless the use is permitted under a user's rights in the [Copyright Act](#).

6.4 Check [ADM-002, Copyright Policy for Faculty and Employee](#) and [ADM-002G, Copyright Guidelines](#).

7.00 CITATIONS

7.1 When using or posting material that includes direct quotations, ideas, photos, or videos, always include citations or links to the original material.

7.2 Photos posted on Social Media sites can easily be appropriated or downloaded by visitors. When using a photo that does not belong to the College and is not covered under a Creative Commons licence, follow the specifications in [ADM-002G, Copyright Guidelines](#). In the absence of up-to-date Copyright guidelines, scale the image to 150ppi or less and 1280 px on the long edge to avoid unauthorized print reproduction. If the Copyright holder has different specifications that they prefer, use those.

8.00 INVOLVING STUDENT DIGITAL AMBASSADORS

8.1 Each term, the Marketing Team selects a number of student Digital Ambassadors.

8.2 All work contributed by Digital Ambassadors must be reviewed and approved by a member of the Marketing and Communications Team before being posted by an Authorised CMTN Social Media Communicator

8.3 One-day takeovers, guest posts, or special features can be done on an infrequent basis at the discretion of the Communications Team.

9.00 PERSONAL BLOGS AND SOCIAL MEDIA ACCOUNTS

9.1 Employees are expected to exercise thoughtfulness and respect for colleagues, students and the college community when posting content on personal Social Media accounts.

- a. All posted content may be subject to review in accordance with College policies. This expectation also applies to personal Social Media content that references the College or is otherwise related to College activities, particularly where such content may be inconsistent with [HMR-001, Employee Code of Conduct](#) policy.

9.2 The College recognizes the freedom of Employees to maintain a blog or participate in Social Media outside of work.

- a. Coast Mountain College Employees on a social network can become, for the general public, unofficial representatives of the College and they should therefore ensure their profiles and related content are consistent with the Employee Code of Conduct.
- b. Employees who post about any College business or policy issue must include a disclaimer that the views are their own and not those of Coast Mountain College.

- c. Employees must not make public reference to any College-related cash or security procedures.
- d. Employees must not use Social Media websites to harass, threaten, discriminate against, disparage, defame, or participate in any type of violence against any other College employees, vendors, College products, services, or business philosophy.
- e. Employees should not use their College email addresses to register on social networks, blogs, or other online tools for personal use.

9.3 Employees are prohibited from disclosing:

- a. confidential, proprietary, or otherwise sensitive business or personal information related to the College or any of its Employees, vendors, or members.
- b. any confidential, proprietary, or otherwise sensitive business or personal information that could identify another College employee, vendor, or member without that individual's prior authorization.

10.00 RELATED POLICIES, PROCEDURES, AND GUIDELINES

- 10.1 [ADM-002, Copyright Policy for Faculty and Employee](#)
- 10.2 [ADM-002G, Copyright Guidelines](#)
- 10.3 [ADM-003, Freedom of Information and Protection of Privacy Policy](#)
- 10.4 [ADM-009, Student Non-Academic Conduct Policy](#)
- 10.5 [ADM-015, Employee Use of Artificial Intelligence for Workplace Tasks Policy](#)
- 10.6 ADM-020, Social Media Policy
- 10.7 [HMR-001, Employee Code of Conduct](#)
- 10.8 [HMR-017, Public Interest Disclosure Policy](#)
- 10.9 [INF-001, Acceptable Use of Information Resources Policy](#)
- 10.10 [INF-002, Cybersecurity Policy](#)
- 10.11 [INF-002P, Cybersecurity Procedure](#)
- 10.12 [INF-003, User Account Management Policy](#)
- 10.13 [INF-004, Password and Authentication Policy](#)
- 10.14 [INF-004P, Password and Authentication Procedure](#)
- 10.15 [INF-005, College Data Classification Policy](#)
- 10.16 [INF-005P, College Data Classification Procedure](#)

11.00 OTHER SUPPORTING DOCUMENTS

- 11.1 Canadian [Copyright Act](#)
- 11.2 [CMTN Media Release Form – 18 and Under](#)
- 11.3 [CMTN Media Release Form – 19 and Over](#)
- 11.4 [CMTN Writing Style Guide](#)
- 11.5 [Coast Mountain College Logo Usage Quick Guide](#)

11.6 [CMTN Branding Guidelines](#)

11.7 *CMTN Visual Identity Guidelines*

11.8 BC [Freedom of Information and Protection of Privacy Act](#)

12.00 HISTORY

Created/Revised/ Reviewed	Date	Author's Role	Approved By
Created	2025	Executive Director, External Relations	Policy Review Committee