

## Schedule A - SOCIAL MEDIA GUIDELINES

### Social media at SAIT

Social media is the world's fastest growing communications method and the number one online activity. Many of SAIT's stakeholders are already active participants on social media. By effectively using this online medium, SAIT has an avenue to communicate with future students, current students, alumni, employees, industry and the general public.

The **Social Media Use Policy and Procedure** ([ER 1.2 and ER 1.2.1](#)) are intended to:

- guide the overall use of SAIT's social media program;
- support SAIT employees in administering institutional social media accounts; and
- support SAIT employees who identify themselves as affiliated with SAIT or reference SAIT in their social media use.

These guidelines are a supplementary document to the Social Media Use Policy and Procedure and will provide guidance to employees:

- when using social media on behalf of the institution through institutional accounts; and
- when using their personal social media accounts, either as an advocate or general user.

SAIT's Communications department collaborates with SAIT employees, faculty and students to ensure that the institution's reputation is protected and that the use of social media is strategic and effective. Many of its members have specialized social media training and expertise — they are available to answer questions and offer assistance regarding the use of social media. For assistance, email [social.media@sait.ca](mailto:social.media@sait.ca). You can also refer to the [Social Media Toolkit](#) on SAITNOW for additional resources.

**Due to the evolving nature of social media, these guidelines are subject to revision as needed.**

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### Applicable policies and procedures

In addition to the Social Media Use policy ([ER.1.2](#)), below are some policies to keep in mind when communicating about or on behalf of SAIT.

**Be professional** ([SAIT Code of Ethics — FIRST](#) and Wrongdoing Disclosure [HR.4.12.1](#) procedure). The guidelines set out for employee conduct applies to you in the online world of social media.

**Think before you post** (Respectful Workplace and Learning Environment [HR.4.10.1](#)). Do not post material that is harassing, bullying, disrespectful, obscene, defamatory, libelous, threatening, hateful or embarrassing to any person or entity.

**Comply with the FOIP Act** (Compliance with the Freedom of Information and Protection of Privacy Act (FOIP) Policy [AD.1.1](#).) The confidentiality of our employee and student information is paramount.

**Respect copyrights** ([AC.2.12.1](#) Copyright of External Materials procedure). Do not post any images or other content unless you are sure it is in the public domain or that the owner has authorized the use (this includes SAIT logos.)

**Respect privacy and usage policies** ([AD.2.15.1](#) Acceptable Use of Computing and Information and Technology Resources procedure) Communications inside SAIT, including emails among employees, are proprietary to SAIT. Sharing internal communications outside SAIT may result in disciplinary action, up to and including termination of employment.

**Be familiar with the Critical Incidents Procedure** (Critical Incidents Communication Procedure [ER.1.1.5](#).) In the event of an emergency, the Communications department will manage all external communications — including social media messages — for the duration of the crisis.

**Understand and follow the Terms of Service.** It is the responsibility of all SAIT social media administrators to understand and follow the Terms of Service established by the social media platform. Be aware of the most current version of the terms because they may change at any time.

**If you are uncertain about whether to post something, please email [social.media@sait.ca](mailto:social.media@sait.ca)**

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### Definitions

**Institutional accounts** are social media accounts that are authorized and dedicated to SAIT, a school, a department or program. For example, Green Building Technologies on Twitter.

**Personal account** is a social media account that a SAIT employee creates, moderates or administers.

**Posting** on social media is initiating a new conversation or introducing new content.

**Commenting** on social media is responding to or commenting on another user's content.

**Sharing** on social media is distributing another user's content via your own account.

**Primary administrator** is the person who holds the social media account credentials and has full administrative access to the account.

**Employee advocates** use their personal social media platforms to help share SAIT's story. They also have access to EveryoneSocial and understand the important role they play in helping tell SAIT's story.

**Media and influencers refer** to social media accounts representing news organizations (i.e., Global News, CBC, Avenue Magazine, etc.), as well as professional journalists and citizen reporters who have become thought leaders. An influencer can also be someone with established credibility in a specific industry.

**Crises or emergencies** are incidents on or off campus, or online that put student, employee and visitor safety at risk or threaten to damage SAIT's reputation (this includes compromised account security).

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### Requesting or administering an institutional account

SAIT has several institutional accounts designed for various audiences, including current students, future students, alumni, industry partners and members of the public. Browse the [Social Media Directory](#) to see if there's an existing SAIT profile or program that could meet your needs.

#### Account request checklist

1. SAIT's Social Media Use Policy and Procedure requires all SAIT employees to submit a [social media request form](#) and obtain approval before opening an institutional account. The form can be found on SAITNOW Tools & Resources, Communications/Marketing Tools & Templates, [Social Media Toolkit](#). The request must have department/school dean/director approval and have a strategic business reason for the request.

It is recommended that areas think about account creations during the business planning cycle and submit requests on an annual basis for long-term accounts.

Accounts needed for a more immediate or short-term objective can be submitted as they develop.

For any account request, we recommend the requesting area meet with the Communications department to discuss objectives — the Communications department will offer recommendations to strengthen your request or offer alternatives to having an account, if that is a more prudent course of action to consider.

**After the request is submitted, the Communications Director and Associate Director will offer final approval to proceed through the checklist.**

2. If the person or department requesting the account is currently working with Marketing on paid digital campaigns, Marketing will be made aware of the request — this is an opportunity for Marketing to connect with the client to identify client gaps and opportunities.
3. The future admin of the account and members in the department must actively participate in employee advocacy and EveryoneSocial (logs in and posts weekly for a minimum six weeks). Given the significant resources invested by SAIT in the employee advocacy program and the impact people vs. a brand can have on social, this is always our starting point. This also helps the department start thinking about content.
4. After successfully meeting the six weeks on EveryoneSocial, the person or department:
  - a. understands the importance and impact of employee advocacy
  - b. knows Communications will recommend the appropriate channel based on objectives — some channels, including LinkedIn and TikTok, may not be available for use across campus
  - c. delivers example posts and a three-month content calendar — the posts must be original and cannot duplicate posts, campaigns or subject matter from Marketing and Communications
  - d. has identified a trained back-up
  - e. agrees to meet with Communications quarterly to review analytics and ROI
  - f. commits to posting original content once per week and daily monitoring — post must be original and exclusive to the channel and area
  - g. understands if the requirements are not consistently met, the account could be closed
  - h. recognizes if something posted by the channel puts SAIT's reputation at risk, it will be escalated by Communications and the department operating the account will be responsible.

The Communications department requires access to all institutional accounts and may access the

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account or limit access to the account for any reason, including but not limited to the case of an emergency, security breach or employee departure.

Media outlets and online reporters, in addition to influencers, asking questions about SAIT via social media channels should be treated the same as any other journalist requesting information from SAIT. Before responding to a question or request from media, contact the Communications department or call 403.284.8473.

**If you're currently administering an institutional account, please refer to the Appendix for additional resources and guidelines.**

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### Things to know

SAIT does not regularly monitor personal employee accounts but will address issues that violate SAIT policy or the social media guidelines.

**Think before you post.** Will it be acceptable if my supervisors or students see this? Remember, no posting on social media is truly private.

**Be mindful and manage your association with SAIT.** Online social networks blur the line between your professional and private life. If you answer a question about SAIT, identify yourself as an employee so that the person knows that the information comes from a knowledgeable source. Also, if you are not confident of your answer, pass it on to Communications.

**Be safe.** Never share personal information or documents such as your home address or employee ID number. Keep your accounts secure by ensuring your passwords are strong and regularly revised. For more information on online safety, visit the [Calgary Police Services website](#).

**Consider using a disclaimer.** If you identify yourself as a SAIT employee in your profile, such as: “these are my personal opinions, and do not represent the views of SAIT.” Although good practice, this does not exempt you from being held accountable for what you post.

**Take the high road.** Even if you do not agree, show respect for others’ opinions.

**Remember, work comes first.** Do not let social media get in the way of doing your job and what is expected of you.

**Enhance and protect the SAIT brand.** You are encouraged to help spread the word about SAIT. If you choose to do so, please use these guidelines to support your comments when representing SAIT and your role at SAIT.

**Maintain confidentiality.** Do not post confidential or proprietary information concerning SAIT.

**Protect personal information.** Do not disclose the identity or personal characteristics of individuals associated with SAIT (whether employees, faculty or students) unless you have their prior written consent.

Although SAIT does not monitor personal accounts, and we encourage employees to share SAIT news — if employees do so in a manner that could jeopardize SAIT’s reputation, employees could face disciplinary action, up to and including termination.

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### Employee Advocate requirements

We are proud to offer a formalized Employee Advocate program through EveryoneSocial. In addition to the recommendations above, employees using the platform must:

- log in and engage with the platform biweekly — sharing and posting content connected to SAIT
- disclose where you work in your social media bio
- follow all applicable institutional policies
- give credit where credit is due — because something is online does not mean it is permissible to copy it
- use #HereAtSAIT when applicable.

Employees with access to EveryoneSocial who do not follow the requirements risk losing their seat in the program.

If you're interested in learning more about this program, please email [social.media@sait.ca](mailto:social.media@sait.ca).

## **Appendix**

### **Operational standards for institutional accounts**

#### **Branding SAIT accounts**

All **institutional** SAIT social media accounts must clearly identify themselves as an authorized communication channel of SAIT. Include “SAIT” in the account name — for example, @SAIT School of XXXX — and mention @SAIT in the biography or description. When using SAIT hashtags, use #HereAtSAIT as the primary hashtag — put multi-word hashtags in Camel Case for accessibility (DigitalAlberta, #NewEconomy, #SAITFaces).

Ensure all profile fields are completed, including addresses, contact information, descriptions and categories. Where possible, link to your official department or school web page. Review your profile information quarterly at minimum to ensure there is no outdated or missing information.

Read the [Brand Standards Guide](#) on SAITNOW for more information.

**Profile photos and avatars** for official SAIT accounts are provided by the Communications department after your official account request form is approved. With the exception of the School for Advanced Digital Technology, institutional social media accounts use the full colour logo and official SAIT accounts use the white logo on a red background (pictured).



All photographs used in official account **cover photos** must be taken by a SAIT employee or SAIT must own licensing and/or reproduction rights. Otherwise, written permission must be obtained from the owner of the photograph.

Only the institutional accounts (@SAIT) may use the SAIT logo alone for a profile photo. This also applied to the SAIT pride logo.

#### **Passwords and security**

In order to keep SAIT social profiles secure, primary administrators of institutional accounts shall follow these guidelines:

- Passwords must be at least eight characters and contain at least one number and/or special character.
- Profiles must use a SAIT email address.
- When you change your password, notify the Communications department immediately (this does not apply to Facebook pages).
- Enable login notifications, login verification or two-factor authentication on your profile.



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### Sharing photographs and videos

Social media users are typically engaged most with visual posts, including photo galleries and video — however, before sharing, be aware of the following with respect to photography releases.

**Photographs and video taken by SAIT employees and contractors at SAIT** can be shared on social media, as long as they were taken in a public space — this includes SAIT events (e.g., Open House) and common areas on campus, such as sitting areas, walkways and food courts.

A photography release is required:

- for photographs intended for marketing purposes
- when taking photographs in a classroom, lab, shop or private event. A photography release is required from all identifiable individuals (exception possible when there is a prior agreement and all parties are aware they are being photographed)
- for all minors; and
- for all identifiable individuals in a photograph or video used in paid advertising — for example a Facebook ad.

You can find a photography/video/testimonial consent and release form on [SAITNOW](#).

**You cannot photograph a person who has a “reasonable expectation of privacy” without permission.**

This is someone who believes they are in a private location and no one is watching them, such as a person in a classroom or private office.

All photographs or videos taken by SAIT employees and contractors during working hours become the property of the institution.

Optimize your photographs for the platform they will be shared on. An up-to-date guide on social media image sizes can be found on [sproutsocial.com](#).

**Sharing photographs and videos not taken by SAIT employees or contractors** is permissible, as long as there is a link to the original online source (another website or social media site) and/or you credit the photographer in your post. Before doing so, please contact the Communications department for more information about SAIT’s User Generated Content Guidelines. Do not use a photograph or video you do not own and pass it off as your own intellectual property (this includes using other people’s photographs as your profile picture or cover photo.)

### Contests and promotions

Contests and promotions can be an effective way to gain followers and increase engagement — as long as they follow the platform’s Terms of Service.

Once you have confirmed that your contest aligns with your chosen platform’s Terms of Service, official contest rules and regulations must be developed and made publicly accessible (hosted on [sait.ca](#), a SAIT microsite or the applicable platform.) Contact SAIT’s Contracts and Legislative Compliance Coordinator

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in Finance (atul.bhandari@sait.ca) to request the template for official rules and regulations. Once they have been approved, contact email [social.media@sait.ca](mailto:social.media@sait.ca) for final review before launching your contest.

### **Advertising and paid posts**

Most social media platforms offer businesses the ability to pay to increase content visibility or target specific users to reach an objective, such as driving users to a webpage or event, increasing views on a video, attracting more followers to your social media account, etc.

The process, targeting options, costs and best practices for paid promotion on each platform vary. Due to the volume of content social media users are exposed to daily, the risk of advertising blindness or fatigue is high. Ensuring your paid content is optimized for the platform, appropriate timing and targeting are essential. Additionally, paid social content needs to be continually monitored to address any comments or questions from users.

SAIT's Communications department and Marketing department are responsible for social media activity and campaigns.

**If you are considering paid social media posts, advertisements or campaigns for your account, please email [social.media@sait.ca](mailto:social.media@sait.ca) for guidance.**

### **Decommissioning accounts**

Review the value of your SAIT social media account(s) annually at minimum. Identify social media channels that are no longer active or have limited audience participation.

Contact the Communications department before removing a SAIT social media account. The department can provide you with the best practices for decommissioning social media channels, including suggesting an alternative social media channel where your followers may be able to receive SAIT-related information.

Removing inactive social media accounts will prevent social media users from receiving outdated information, which can negatively affect SAIT's reputation. See the Social Media Use Procedure ([ER. 1.2.1](#)) for more information.