

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 & ER 1.2.1](#)) is intended to:

- guide the overall use of SAIT's social media program
- support employees administering institutional social media accounts.

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

- when using social media on behalf of the institution through institutional accounts
- when using their personal social media accounts to promote or share information about the institution, either as an advocate or general user.

SAIT's Communications department collaborates with SAIT employees, faculty and students to ensure the institution's reputation is protected and 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 to stakeholders using social media. For assistance, email 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 Ethical Disclosure Procedure [HR.4.9.1](#).) The guidelines set out for employee conduct applies to you in the online world of social media.

Think before you post (Ethical Behaviour Procedure [H.R.4.2.1](#).) Do not post material that is harassing, 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 (Copyright of External Materials Policy [AC.2.12](#).) 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 (Information Services User Code Procedure [AD.2.7.1](#).) Communications inside SAIT, including emails among employees, are proprietary to SAIT. Sharing internal communications outside SAIT may result in disciplinary action.

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

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Definitions

Institutional accounts are owned by SAIT. They are dedicated to SAIT, a school, a department or program. For example, SAIT school of Business on Facebook.

Personal accounts are owned by a SAIT employee. If an employee chooses to identify themselves as a SAIT employee or references SAIT in their social media use, they must follow SAIT's Social Media Guidelines.

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 administrators have access to the account settings. They can post content, respond to comments, edit all account details and view analytics. They are SAIT employees and operate institutional accounts.

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. 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.

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'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 Communications department requires access to all official accounts in case of an emergency, security breach or employee departure.

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.

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 policy or the social media guidelines as it relates to SAIT.

Think before you post. Will it be OK if my boss sees this? Remember, no post in 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're 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. 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 don't agree, show respect for others' opinions.

Remember, work comes first. Don't let social media get in the way of doing your job and what's expected of you.

Enhance and protect the SAIT brand. You're 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.

It is important to note that 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.

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Employee Advocate requirements

We're 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 weekly – sharing, 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. Just because something is online, doesn't mean it's ok to copy it
- use #SAIT 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.

Appendix

Operational standards for institutional

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, ensure SAIT is always capitalized (#SAIT).

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 Communications after your official account request form is approved. 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.

Passwords and security

In order to keep SAIT social profiles secure administrators of official accounts should 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.
- Passwords must be changed every three months. When you change your password, notify Communications 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 typically engage 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
- 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 photos 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 OK, 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 Communications for more information about our 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 photos 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 (403.284.8534) to request the template for official rules and regulations. Once they have been approved, contact email 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, cost 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 ad 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, ads or campaigns for your official SAIT account, please email 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 Team before removing a SAIT social media account. The team 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.