



# SOCIAL MEDIA GUIDELINES

This document is intended to be a guide for Yukon College employees and students who manage or publish content to social media channels under Yukon College, or as a YC employee.

The College supports employee participation in social media channels as they provide an excellent opportunity to network and share knowledge. Staff are encouraged to promote existing YC social media accounts via their personal accounts. The creation of any Yukon College affiliated social media accounts must be approved by College Relations.

The following guidelines will help YC staff use social media effectively, and provide direction with following Yukon College brand guidelines and communications policy (*both of which can be found on the MyYC College Relations page*).

## TEN GUIDELINES

**YOUR IDENTITY.** Be honest about your identity and be thoughtful about what you choose to share.

**COMMUNICATING WITH STUDENTS.** Instead of “friending” students, considering talking to College Relations about starting a group or page for your program.

**CHECK OFTEN.** Visit your channel at least twice daily. Update often. On Facebook update your page 1-2 times daily spreading the posts throughout the day. For Twitter, you can get away with updating more frequently.

**RESPOND TO QUESTIONS QUICKLY.** For questions to your channel respond as quickly as possible, and at least within the day even if it’s to say “I don’t know, but I’ll find out and get back to you”.

**BE AWARE OF LIABILITY AND IMPACT TO YOUR REPUTATION.** You can be held legally liable for what you post on your site and on the sites of others. Individual bloggers have been held liable for commentary deemed to be under copyright, defamatory, libelous or obscene (as defined by the courts).

**DON’T USE YOUR SOCIAL MEDIA CHANNEL DURING A CRISIS SITUATION AT YUKON COLLEGE.** Never participate when the topic being discussed may be considered a crisis situation or safety issue. During that time, refer all social media activity to College Relations at [CollegeRelations@yukoncollege.yk.ca](mailto:CollegeRelations@yukoncollege.yk.ca).

**EXPRESSING YOUR IDEAS.** You’re more likely to achieve your communications goals if you’re constructive and respectful. If you feel angry or passionate about a subject, it’s wise to delay posting until you’re calm and clear headed. Remember to follow the Yukon College code of Ethics.

**BE PRUDENT.** Think before you post. There’s no such thing as a “private” social media site. Archival systems save your information even if you delete a post. You may view your material as your intellectual property, but in the terms of usage agreed to, the post itself may be the property of the social media channel.

**BE ACCURATE.** Make sure you have all the facts before posting. It’s better to verify information first than having to post on a correction or retraction later. Cite a link to sources when applicable. If you make an error correct it quickly and visibly. This will earn you respect in the online community.

**MAINTAIN CONFIDENTIALITY.** Do not post confidential or proprietary information about Yukon College, its employees, students, faculty, or alumni. If you discuss a situation involving individuals on social media, be sure they cannot be identified. Remember all Yukon College employees are legally bound by the guidelines of the federal Personal Information Protection and Electronic Documents Act (PIPEDA) and Yukon’s Access to Information and Prosecution of Privacy Act [www.priv.gc.ca/leg\\_c/r\\_o\\_p\\_e.asp](http://www.priv.gc.ca/leg_c/r_o_p_e.asp) and [www.atipp.gov.yk.ca/atipp\\_overview.html](http://www.atipp.gov.yk.ca/atipp_overview.html)