



SOCIAL MEDIA POLICY

Policy Category	Corporate Services
Policy Search Name	C – Social Media Policy
*Anishinabek Standard	
<i>Place of Learning</i>	<i>E. Facilities that are compatible with the Anishinabek environment in which they are situated.</i>
<i>Educators</i>	N/A
<i>Students</i>	N/A
<i>Curriculum</i>	N/A
Approval Date & Board Motion Number	12/6/2022 Motion#104-2022
Effective Date	12/6/2022
Previous Versions	Date initially approved: 6/14/2017 Date of last revision: 11/4/2022

*These are organizationally adapted standards from the World Indigenous Nations Higher Education Consortium (WINHEC) and the Alaska Comprehensive Centre/Alaska Native Education approved by the Kenjgewin Teg Board of Directors, 2015.

1.0 Background and Purpose

1.1 The process of engagement of members of the Kenjgewin Teg learning community can take many forms; an important form of engagement revolves around the exchange of ideas, thoughts, and perspectives through various social media channels, such as Facebook, Twitter, Instagram, and LinkedIn, to name a few.

2.0 Definitions

N/A

3.0 Application

3.1 This policy applies to all employees and faculty who are employed or contracted, either full-time or part-time, by Kenjgewin Teg.

4.0 Policy

Policy Objective

4.1 This policy aims to promote the importance of employees and faculty for being “good social media citizens” by providing guidelines while respecting legal rights.

Good Social Media Citizens

4.2 Social Media has been referred to as “word of mouth on steroids”; the ability to disseminate messages and information is quick and broad.

4.3 Employees and faculty need to be conscious of what it means to be “good social media citizens” and this policy will set out some guidelines in that regard.

4.4 Kenjgewin Teg fully respects the legal rights of our staff and faculty, and is aware that what staff and faculty choose to do on their personal time is their prerogative, including social media activities.

4.5 Any activities in or outside of work that affect staff and faculty job performance, the performance of others, or reflect on Kenjgewin Teg’s business interests, or brand are a proper focus for this policy.

4.6 Kenjgewin Teg does not tolerate staff or faculty using ethnic slurs, personal insults, obscenity, or engaging in any conduct that would not be acceptable in the workplace or learning community in social media activity.

4.7 Staff and faculty must show proper consideration for the privacy of others and for topics that may be considered objectionable or inflammatory – such as politics or religion.

4.8 Staff and faculty should exercise good judgement when publishing posts on social media.

4.9 If an employee or faculty member chooses to publish pictures of Kenjgewin Teg events, they should be cognizant of the privacy of the people in the pictures and ensure that they are comfortable with the posting of those pictures.

4.10 Staff and faculty social media accounts are their private accounts, but they need to remember that what is posted from their private accounts is visible to the world and if the world is aware of the staff/faculty association with Kenjgewin Teg, then the connection is also visible and perceived.

5.0 Roles and Responsibilities

5.1 The President is responsible for the overall management and operation of Kenjgewin Teg.

5.2 The Corporate Services unit is responsible for overall implementation of this policy.

5.3 If a position referred to in this policy is vacant, the policy will not be invalidated. Instead, the President shall designate the roles and responsibilities of that role to another team member(s) and will ensure that the Kenjgewin Teg staff and community is informed of the designation(s) as appropriate.

6.0 Evaluation Date – 10/31/2024

6.1 This policy will be reviewed every two years as part of the Board of Director’s policy review cycle and schedule. The evaluation date above represents the first date upon which this policy becomes eligible for review.

Related Legislation, Policies, Procedures, Guidelines and Documents	Social Media Policy (June 14, 2017, Motion#224-2017)
Policies Superseded by this Policy	Social Media Policy (June 14, 2017, Motion#224-2017)
<i>The official version of this policy is housed in the Office of the President. In case of discrepancy between an online version and the official version held, the official version shall prevail.</i>	