

SOCIAL MEDIA POLICY

PURPOSE

This policy aims to ensure that Brock University social media accounts contribute to a responsible social media presence for the University, consistent with brand standards and other University policies. This policy sets out requirements regarding the creation and maintenance of University Social Media Accounts.

SCOPE

This policy applies to all administrators of Brock University Social Media Accounts. It does not apply to personal social media accounts of Brock University faculty, professional librarians, staff, or students; or student government, organization or clubs accounts.

If any provision of this Policy is found to be inconsistent with the provisions of a collective agreement, the collective agreement will prevail, unless the Policy provision is required by law, in which case the Policy provision will prevail.

POLICY STATEMENT

The proper management, branding and maintenance of Brock University Social Media Accounts is essential to Brock's online profile. This policy aims to maintain consistent brand standards and clear communication with the Brock community and the public, and encourages respectful, active social engagement. Improper use of social media can result in confusion and miscommunication, and can be detrimental to Brock's brand and reputation.

1. Governance

All Brock University Social Media Accounts are the property of the University. The creation of new accounts must be approved by University Marketing and Communications (UMC). UMC may revoke or limit this approval where it deems appropriate.

Academic or administrative units with a University Social Media Account shall designate one or more individuals to be the account administrator(s). The unit head, or designate, is responsible for designating the account administrator(s). At least one account administrator must be a full-time ongoing employee. The unit head is accountable for all content and media shared through their unit's social media accounts.

Account administrators are responsible for monitoring and updating each account regularly. UMC will retain highest-level administrative access for all Brock University Social Media Accounts.

If an account administrator leaves the University, is reassigned a position not having responsibility over the accounts, has their responsibility revoked, or otherwise can no longer be an administrator, another full-time, ongoing employee must be designated as the new account administrator. Passwords and/or administrative access must be changed immediately. UMC must be notified when a new administrator is removed or added.

2. Content

All content and media shared through Brock University social media accounts must be accessible and in compliance with all legal and policy requirements, including the Brock Code of Conduct. Content must not be defamatory, discriminatory, harassing, infringe any intellectual property, privacy, confidentiality or other third-party rights, and must comply with all other University policies. Account administrators are responsible for compliance with these requirements.

Use of any area of the Brock visual identity must first be submitted to UMC for approval of the proposed use except where protected by academic freedom. The Brock visual identity may only be used on social media accounts officially recognized by UMC pursuant to this policy.

Account profile images, videos, avatars and names must adhere to Brock University social media best practices and brand standards, which can be found in Brock University's brand standards toolkit: <https://brocku.ca/brand>

3. Accessibility

All content and media shared on social media must conform to accessibility standards under the *Accessibility for Ontarians with Disabilities Act (AODA)*.

DEFINITIONS

Account Administrators are those who are able to access, maintain and update a Brock University social media account, and may include faculty members, professional librarians, staff, volunteers, contractors, external partners, boards, agencies, associations, suppliers or agents.

Brock Brand includes the words "Brock University", and the Brock University logos, trademarks and service marks.

Brock University Social Media Accounts are social media accounts representing academic or administrative units of the University including Faculties, departments,

institutes, centres, offices, stores, libraries, varsity athletics, academic or research programs, projects and courses, as well as University-run services, organizations, campaigns and events.

Social Media Accounts include, but are not limited to, online pages, profiles and platforms dedicated to social networking and broadcasting, such as Twitter, Facebook, LinkedIn, Instagram, YouTube, etc.

COMPLIANCE AND REPORTING

UMC is responsible for ensuring and monitoring compliance with this Policy, and will work with units to ensure compliance. UMC will contact affected units prior to removing, or otherwise altering a social media site.

Unauthorized, duplicate accounts, or inactive Brock University Social Media Accounts are subject to review and removal at the discretion of UMC.

POLICY DETAILS

Policy Owner

President

Administrative Responsibility

Associate Director, Digital & Marketing

Policy Classification

Operational

Approval

Approved by the Executive Team

Effective Date

November 2023

Next Review

November 2026

Revision History

New

Related Documents

- Institutional Brand Identity Policy
- Media Relations Policy
- [Brand Standards Toolkit](#)