

Establishing an NSCC Social Media Account	Social Media Policy <i>Section 2. Authorized Use</i>
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PROCEDURES

All NSCC Social Media Accounts are the sole property of the College and must be approved by Communications. **Please note that not all requests will be approved.**

<u>ACTION</u>	<u>RESPONSIBILITY</u>
<p>1. READ NSCC’S SOCIAL MEDIA POLICY AND GUIDELINES</p> <p>Employees or Students submitting a request to establish an NSCC Social Media Account must first read NSCC’s Social Media Policy and Guidelines.</p>	Employee or Student
<p>2. COMPLETE AN NSCC SOCIAL MEDIA ACCOUNT FORM</p> <p>a. Document that the Social Media Policy and Guidelines have been reviewed and understood.</p> <p>b. Requestor information – name of department/unit/school, contact info, proposed channel</p> <p>c. Rationale – please explain the purpose, objective/goals and target audience for this account</p> <p>d. Account management – please explain who would be responsible for the social media account (Account Administrator), and all proposed users</p> <p>e. Account approval – Before submitting the form, the requestor requires the approval of the requestor’s Manager/Academic Chair and Executive Direct Report (EDR). Please note their names and indicate that you have obtained their approval.</p>	Employee or Student
<p>3. SUBMIT THE FORM VIA COLLEGE EMAIL</p> <p>Send your completed form to communications@nscC.ca and copy your Manager/Academic Chair and EDR member (e.g., Principal, Dean, Director).</p>	Employee or Student
<p>4. UPON RECEIVING THE FORM VIA COLLEGE</p>	

Executive Policy Sponsor: VP, Enrolment	Policy Steward: Director, Communications	Approved: NSCC Executive Team 08/17/2015	Effective Date: 08/20/2015	Next Review: August 2016
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EMAIL, COMMUNICATIONS WILL

- a. Reply 'all', acknowledging receipt of the email.
- b. Assign a lead contact to work directly with the requestor.
- c. Make a determination about the account.
- d. Inform the requestor, Manager/Academic Chair and EDR member of the decision via College Email.

Communications

PROCEDURE SUPPORTS

Social Media Policy
Social Media Guidelines
NSCC Social Media Account Form

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