

Establishing an NSCC Social Media Account

Social Media Policy Section 2. Authorized Use

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.**

ACTION

RESPONSIBILITY

1. READ NSCC'S SOCIAL MEDIA POLICY AND GUIDELINES

Employees or Students submitting a request to establish an NSCC Social Media Account must first read NSCC's Social Media Policy and Guidelines.

Employee or Student

2. COMPLETE AN NSCC SOCIAL MEDIA ACCOUNT FORM

- a. Document that the Social Media Policy and Guidelines have been reviewed and understood.
- b. Requestor information – name of department/unit/school, contact info, proposed channel
- c. Rationale – please explain the purpose, objective/goals and target audience for this account
- d. Account management – please explain who would be responsible for the social media account (Account Administrator), and all proposed users
- 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.

Employee or Student

3. SUBMIT THE FORM VIA COLLEGE EMAIL

Send your completed form to communications@nscC.ca and copy your Manager/Academic Chair and EDR member (e.g., Principal, Dean, Director).

Employee or Student

4. UPON RECEIVING THE FORM VIA COLLEGE

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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