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**

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.

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.

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).

4. **UPON RECEIVING THE FORM VIA COLLEGE**
**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.

**PROCEDURE SUPPORTS**

Social Media Policy  
Social Media Guidelines  
NSCC Social Media Account Form