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| 54.02 | Submitting the “Social Media Account for Academic Purposes” Form | PROCEDURE |
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1.0 PURPOSE / POLICY REFERENCE

- 1.1 The purpose of this procedure is to identify the accountabilities and processes associated with the use of an *NSCC Social Media Account for Academic Purposes*.
- 1.2 Creating or establishing a Social Media account for academic purposes (e.g., teaching, learning and advising) must be documented to ensure Account Administrators are aware of their responsibilities and to ensure those who are part of the account have read and understood NSCC’s Social Media Policy and Guidelines.
- 1.3 **SOCIAL MEDIA POLICY – Section 2. Authorized Use**
 - 2.5. Use of Social Media for academic purposes (e.g., teaching, learning and advising) must be documented. Account Administrators must complete and submit a form as described in the procedure *Submitting the Social Media Account for Academic Purposes Form*. The purpose of the form is to:
 - 2.5.1 Document the name of the account and the Account Administrator
 - 2.5.2 Ensure Account Administrators understand responsibilities
 - 2.5.3 Ensure Students and Employees who have access to or who are expected to participate in the account, have read and understood NSCC’s Social Media Policy and Guidelines.

2.0 PROCEDURE

2.1 READ NSCC’S SOCIAL MEDIA POLICY AND GUIDELINES

| | ACTION | RESPONSIBILITY |
|----|--|----------------|
| a. | Employees creating or establishing a Social Media Account for Academic Purposes must first read NSCC’s Social Media Policy and Guidelines. | Employee |

2.2 COMPLETE A SOCIAL MEDIA ACCOUNT FOR ACADEMIC PURPOSES FORM

| | ACTION | RESPONSIBILITY |
|----|---|----------------|
| a. | Document that the Social Media Policy and Guidelines have been reviewed and understood. | Employee |
| b. | Include Account Administrator information, account name, and documentation that those who administer, have access to, or who are expected to participate in the account have read and understood the Social Media Policy and Guidelines | Employee |

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| Executive Policy Sponsor: VP, Enrolment | Policy Steward: Director, Communications | Approved: NSCC Executive Council Aug 23, 2016 | Effective Date: September 1, 2016 | Next Review: 2019 |
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COMMUNICATIONS Policies and Procedures

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2.3 SUBMIT THE FORM VIA COLLEGE EMAIL

| ACTION | RESPONSIBILITY |
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| a. Send your completed form to the appropriate Dean and copy the appropriate Principal and Academic Chair or Manager | Employee |

2.4 UPON RECEIVING THE FORM VIA COLLEGE EMAIL, THE DEAN WILL:

| ACTION | RESPONSIBILITY |
|--|----------------|
| a. Reply ‘all’, acknowledging receipt of the form. | Dean |
| b. Maintain a record of the submitted form. | Dean |

PROCEDURE SUPPORTS

Social Media Policy
 Social Media Guidelines
 Social Media Account for Academic Purposes Form

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