



SAINT MARY'S UNIVERSITY STUDENTS' ASSOCIATION

Social Media Policy

Amended April 2019

Policy:	Social Media Policy
Last Amended:	April 2019
Responsibility:	Board of Directors, President
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Board Chair Signature:	 Crystal Witter

1. GENERAL

- A. This policy governs posting to social media accounts that belong to the Saint Mary's University Students' Association, its related company, The Gorsebrook Lounge, and student societies.
- B. Employees and volunteers posting to these accounts are speaking for the Association, The Gorsebrook, or their society; they are not speaking for themselves. Postings must reflect the image and policies of the organizations.
- C. "Social media" means any medium for online publication and commentary. The policies follow Nova Scotia and Canadian law on publishing comments in public.
- D. These guidelines add to the Saint Mary's University Social Media and Personal Privacy policy.

2. SOCIAL MEDIA IDENTITIES

- A. Social media identities, logon ID's, and usernames may not use the Association's name without approval from the President.
- B. Social media identities are subject to approval and employment status.

3. PROTECTING THE BRANDS

- A. The Association has two separate brand identities: SMUSA and The Gorsebrook Lounge.
- B. Employees and volunteers must state on their accounts that they do not speak officially for the Association. However, this does not remove their possible responsibility for breaking these rules.

- C. All Association accounts have privacy settings that allow all published posts and information to be seen by the public.
- D. The privacy of individual members, customers, partners, and suppliers is of absolute importance. The Association will not talk about them or their activities without their approval.
- E. Any error or strange or malicious activity should be reported immediately to the staff member's superior, or to the President or General Manager, or to all of these.

4. INFORMING SOCIAL MEDIA ADMINISTRATORS

- A. All staff members and volunteers will receive training before receiving logon ID's to any Association accounts.
- B. Administrators will learn about the rules, expectations and these policies.

5. ENFORCEMENT

- A. Administrators will lose their access to all social media accounts if they post any of the following: racism, sexism, religious discrimination, or anything intended to offend others (the offender may also face discipline or be fired) promotion for non-society events at external bars/clubs
 - i. promotion for events that the Association does not support
 - ii. promotion for illegal activities or activities that break the student code of conduct
 - iii. content not aligned with the brand identity
 - iv. content that breaks the Association's Organizational Values Policy.
- B. If a society breaks these policies, the Association will review their official status and funding.