

TITLE: ONLINE SOCIAL NETWORKING POLICY	
APPROVED: March 1, 2010	REVIEWED:
NEXT REVIEW: 2012-2013	
RESPONSIBILITY:	Community Relations Department - Senior Communications Personnel Information Technology Department - Director
APPENDICES:	Appendix 1 - Online Social Networking Site Review Form
CROSS REFERENCE:	Website Development and Maintenance Policy Code of Ethics Policy College Computing Policy - Conditions of Use Discrimination and Harassment Policy Recruitment, Interview and Hiring of College Staff Policy Student Misconduct – Non-Academic Offences Policy Student Rights and Responsibilities
ADDITIONAL REFERENCES:	Freedom of Information and Protection of Privacy Act (FOIP Act)

POLICY STATEMENT:

Whereas Grande Prairie Regional College is represented by one domain, gprc.ab.ca, and while Grande Prairie Regional College supports and encourages the use of technology and new media to benefit students, instructors, programs, and communication with its various communities, it also expects social networking initiatives which are formally linked to the College to adhere to College policies and to maintain a presence consistent with GPRC values.

PURPOSE:

To clarify the responsibilities and expectations for use of social networking media such as Facebook, Twitter, etc for College-related purposes and/or by College employees.

SCOPE:

This policy applies to faculty, staff, departments & programs, GPRC-sanctioned instructional activities, teams, event promotions, and students.

DEFINITIONS:***Employee Social Networking***

Includes any individual employee or group of employees using social networking for personal, non-College purposes.

'Official' GPRC Social Networking

Includes all social networking activities which seek to formally promote or represent the College, its programs, faculty, disciplines, instructional activities, initiatives, events, and other College-sanctioned projects to its various publics and stakeholders.

'Unofficial' Social Networking

Includes social networking used for their own purposes by students, student groups, or other persons who may have a current or past affiliation with GPRC.

Site Administrator(s)

Includes any individual employee or group of employees who set up an online social networking site and are designated by the social networking site with administrative privileges to add, delete, and manage the content of a specific social networking page.

Personal Information

Recorded information about an identifiable individual, including, but not limited to:

- the individual's name, home or business address, or home or business telephone number;
- the individual's race, national or ethnic origin, colour, or religious or political beliefs, or associations;
- the individual's age, sex, marital status or family status;
- an identifying number, symbol or other particular assigned to the individual;
- the individual's fingerprints, other biometric information, blood type, genetic information or inheritable characteristics;
- information about the individual's health and health care history, including information about a physical or mental disability;
- information about the individual's educational, financial, employment or criminal history, including criminal records where a pardon has been given;
- anyone else's opinion about the individual; and
- the individual's personal views or opinions, except if they are about someone else.

Position

Includes all Alberta Union of Provincial Employees, Academic Staff Association, Employees' Association, Administrative Group appointments, and all other employees including but not limited to Casuals (Temporary Appointments), Special Projects and Non-Credit Instructors.

PROCEDURES / GUIDELINES:**1. *Employee Social Networking:***

GPRC employees who use social networking media for personal purposes need to be mindful that these technologies are public communications. If the employee's social networking site

includes any GPRC-linked comments or content, the employee is expected to adhere to the College Code of Ethics and all College policies including those cross-referenced to this Social Networking Policy.

2. 'Official' GPRC Social Networking:

- All GPRC social networking pages/sites/projects/advertisements must be reviewed and approved by Senior Communications Personnel of Community Relations prior to launch of a social networking initiative; review and approval of social networking initiatives will be completed in a timely manner.
- All social networking requests will be sent to Community Relations using the 'Online Social Networking Site Review Form' attached as Appendix 1 to this policy.
- GPRC social networking sites should have a consistent 'GPRC' look & feel. College logo and colours should follow the GPRC guidelines (GPRC Style Guide).
- A GPRC social networking site is expected to be active with frequent updates. If a GPRC site is not active, the Information Technology Web Developer may 'de-link' the site from links related to the main GPRC webpage.
- A GPRC social networking site will abide by relevant GPRC policies.
- A GPRC social networking site will have a designated 'site administrator(s)' who will commit to regular site monitoring, updating, and coordinating.
- A GPRC social networking initiative accepts that social media is primarily a means to create a College presence where conversations are initiated and continued as part of the community's daily dialogue. It is not possible to control the content, including critical or negative comments by individuals not employed by GPRC.

3. 'Unofficial' Social Networking:

- A GPRC social networking site may deem itself as an 'unofficial' voice of the College. Any College participants in such networking should conduct themselves as per the Code of Ethics Policy.
- Any groups using the GPRC name in connection with illegal activity will be required to remove the site and legal action may be taken.

4. Advertisement for Positions:

- Use of social networking sites to post an advertisement for an available position at the College is not permitted. Advertisements for positions are to be completed and posted by Human Resources in adherence with the Recruitment, Interview and Hiring of College Staff Policy.

PRIVACY STATEMENT:

As a public body GPRC is governed by the rules and regulations set out by the Freedom of Information and Protection of Privacy Act when collecting, using and disclosing personal information. Under this act all employees are required by law to protect personal information. Any use or disclosure of personal information or confidential business information must not be made without prior written informed consent. A person who contravenes the act is guilty of an offence and may be liable to a fine of not more than \$10,000.

Online Social Networking Site Review Form

Social Networking Site: Facebook Twitter MySpace Other _____

Proposed Page/Group/Site Name: _____

Purpose of Site: _____

- Department / Program General Information
- Paid Advertisements
- Events Promotions
- Alumni Group
- Student Group
- Other _____

Department: _____

Site Administrator: _____

Position of Administrator: _____

Password: _____

Site Updates: Daily Weekly Monthly

We agree to observe the procedures and guidelines as laid out in the GPRC Online Social Networking Policy and all other applicable GPRC Policies. We agree to keep the Web Developer updated on the status of this site.

Department Chairperson / Manager/ Supervisor

Site Administrator

Site Reviewed & Approved: _____ Date: _____

Community Relations

Ongoing Review: _____ _____ _____

_____ _____ _____

Site De-linked: _____ Date: _____

IT Web Developer