



**COLLEGE OF THE NORTH ATLANTIC**  
**OPERATIONAL POLICY**

**TOPIC: SOCIAL MEDIA**

<b>Policy No.</b>	PA-605	<b>Division</b>	Public Affairs
<b>Related Procedure</b>	N/A	<b>Board Policy Ref.</b>	N/A
<b>Related Policy</b>	N/A	<b>Effective Date:</b>	November 2, 2021

**1. PURPOSE AND SCOPE**

The purpose of this policy is to outline requirements to participate in social media as College of the North Atlantic (CNA) students and employees and as private citizens.

This policy applies to all students and employees associated with CNA, including others acting on behalf of CNA, such as contractors hired for a specific project or timeframe.

**2. POLICY**

CNA supports the use of social media to provide information on, and to promote awareness of, its programs and services. Social media sites may help provide additional services, such as enhancing the profile of CNA programs in the public domain; increasing traffic to a website; inviting collaboration; obtaining feedback; or, networking.

**3. DEFINITIONS**

Authorized content provider - A student or employee designated by CNA executive to contribute to its presence on social media sites.

Department - Refers to all core departments within CNA.

Employee - Refers to any employees or others acting on behalf of CNA (including students hired for work-term placements, research or any other function).

Social media - Refers to publicly-accessible CNA and third-party hosted social media sites. This includes, but is not limited to, social networks, video and photo file sharing, social bookmarking, blogs, micro-blogs, podcasting, wikis and other similar tools that may be considered social media. It refers to freely accessible online social media tools used to produce, post and interact using text, images, video, and audio to communicate, share, collaborate, or network.

Student - Refers to anyone registered in CNA programs, and participating in CNA courses, programs, events or activities.

#### **4. RESPONSIBILITIES**

The Associate Vice President of Public Affairs or designate is responsible for

- Ensuring students and employees are advised of the policy and guidelines;
- Ensuring requirements of the policy have been met;
- Designating authorized content providers;
- Ensuring information management, information technology, and access to information and protection of privacy implications are considered in the development of social media channels; and,
- Consulting with the Marketing, Communications and Recruitment Department in development and implementation of social media channels.

#### **Marketing, Communications and Recruitment Department**

The Marketing, Communications and Recruitment Department (as a designate for the Associate Vice-President of Public Affairs) is responsible for granting approval for all new external CNA social media initiatives, and for maintaining and updating this policy.

#### **Students / Employees / Contractors**

Students, employees and contractors are responsible for following all CNA policies and procedures, including the guidelines for social media use, human resource policies, and all CNA policies and procedures affecting conflict of interest, protection of information and privacy, records management and website / internet use.

## 5. GENERAL CONDITIONS

Anyone acting on behalf of CNA is authorized to have an official presence on social media sites if:

- The use of social media supports CNA's overall communications activity and has been approved by the Marketing, Communications and Recruitment Department;
- Authorized content providers post, monitor, respond, and contribute to social media in a manner that is identifiable as being made by, or on behalf of, CNA and by authorized content providers;
- The use of social media complies with all applicable laws, and all CNA policies and procedures, including those related to protection of privacy, records management, security, respectful workplaces, discipline, political activity, conflict of interest and internet/ e-mail use; and,
- Social media sites are supported with technical and monitoring measures which prevent or ensure the timely removal of abusive, hateful, or defamatory submissions, including information that jeopardizes the privacy of others.

Student and employee use of social media as authorized content providers:

- Only official CNA information, not an individual's personal views, are to be communicated by any employee, contractor, student or others designated as an authorized content provider.
- An authorized content provider must ensure all content posted on CNA social media sites is consistent with an overall communications plan / strategy approved by the Marketing, Communications and Recruitment Department.
- Authorized content providers must monitor CNA social media sites.

Employees' use of social media as private citizens:

- Many employees participate in social media; however, employees must make every reasonable effort to make it clear that they are contributing to social media sites as a private individual and not as a representative of CNA.

- Employees must not disclose any CNA information or content that they are not specifically authorized to disclose.
- Employees should be aware of their responsibilities under CNA's [Policies and Procedures](#) and also Government's [Human Resources Policy Manual](#) where policy areas are not covered by CNA.
- When engaging in personal social media activities, employees must use a private e-mail address rather than their CNA e-mail address.
- Personal use of social media must never interfere with work duties.

Students' use of social media as private citizens:

- Many students participate in social media; however, students must make every reasonable effort to make it clear that they are contributing to social media sites as a private individual and not as a representative of CNA.
- Students should be aware of their responsibilities under the [Student Code of Conduct](#) and the [Student Discipline Policy](#).
- When engaging in personal social media activities, students should use a private e-mail address rather than their CNA e-mail address.

## 6. RELEVANT DOCUMENTS

- CNA Social Media Use Guidelines - <https://www.cna.nl.ca/About/pdfs/policies-and-procedures/Public%20Affairs/Social%20Media/3Documents/Social%20Media%20Guidelines.pdf>
- Harassment Policy - [https://www.cna.nl.ca/about/pdfs/policies-and-procedures/President's%20Office/Harrassment/1Policy/PO-005\\_Harrassment.pdf](https://www.cna.nl.ca/about/pdfs/policies-and-procedures/President's%20Office/Harrassment/1Policy/PO-005_Harrassment.pdf)
- Employee Code of Conduct - [https://www.cna.nl.ca/about/pdfs/policies-and-procedures/Human%20Resources/Employee%20Code%20of%20Conduct/1Policy/HR-403\\_Employee%20Code%20of%20Conduct.pdf](https://www.cna.nl.ca/about/pdfs/policies-and-procedures/Human%20Resources/Employee%20Code%20of%20Conduct/1Policy/HR-403_Employee%20Code%20of%20Conduct.pdf)
- Political Activity Policy - [https://www.cna.nl.ca/about/pdfs/policies-and-procedures/Human%20Resources/Political%20Activity/1Policy/HR-408\\_Political%20Activity.pdf](https://www.cna.nl.ca/about/pdfs/policies-and-procedures/Human%20Resources/Political%20Activity/1Policy/HR-408_Political%20Activity.pdf)

- Electronic Information Systems Use Policy - [https://www.cna.nl.ca/about/pdfs/policies-and-procedures/Information%20Systems/Electronic%20Information%20Systems%20Use/1Policy/IS-501\\_Electronic%20Information%20Systems%20Use.pdf](https://www.cna.nl.ca/about/pdfs/policies-and-procedures/Information%20Systems/Electronic%20Information%20Systems%20Use/1Policy/IS-501_Electronic%20Information%20Systems%20Use.pdf)
- Employee Confidentiality Agreement - <http://vip.cna.nl.ca/HumanResources/Shared Documents/Confidentiality Agreement.pdf>
- Student Code of Conduct - [https://www.cna.nl.ca/about/pdfs/policies-and-procedures/Student%20Services/Student%20Code%20of%20Conduct/1Policy/SS-201\\_Student%20Code%20of%20Conduct.pdf](https://www.cna.nl.ca/about/pdfs/policies-and-procedures/Student%20Services/Student%20Code%20of%20Conduct/1Policy/SS-201_Student%20Code%20of%20Conduct.pdf)
- Access to Information and Protection of Privacy Policy - [https://www.cna.nl.ca/about/pdfs/policies-and-procedures/Corporate Services/Access to Information and Protection of Privacy/1Policy/CS-321\\_Access to Information and Protection of Privacy .pdf](https://www.cna.nl.ca/about/pdfs/policies-and-procedures/Corporate Services/Access to Information and Protection of Privacy/1Policy/CS-321_Access to Information and Protection of Privacy .pdf)
- Personal Health Information Act (PHIA) - <https://assembly.nl.ca/Legislation/sr/statutes/p07-01.htm>
- Conflict of Interest Act, 1995 - [www.assembly.nl.ca/legislation/sr/statutes/c30-1.htm](http://www.assembly.nl.ca/legislation/sr/statutes/c30-1.htm)

## 7. PROCEDURE

The Associate Vice-President of Public Affairs shall ensure that the procedures are developed and implemented in accordance with this policy.

### Approval History

President Approval

November 2, 2021