


Social Media Procedures		
Parent Policy:	Operations and Finance Committee Terms of Reference	
Related Documents:	N/A	
Approval Authority:	Operations and Finance Committee	
Passed:	March 27, 2013	
Amended:	September 12, 2024	

1 Purpose

- (1) The purpose of this procedure is to establish guidelines for the management of official SU social media accounts.

2 Authority and Mandate

- (1) The Operations and Finance Committee Terms of Reference grant the Operations and Finance Committee the authority to approve policies and procedures regarding the use of SU space and resources; and other operational or financial matters delegated by SLC.

3 Definitions

- (1) In this procedure:
 - (a) “**Social Media**” means websites and applications that enable users, including the Students’ Union, to create and share content, or to participate in social networking. Social Media includes without limitation Facebook, Instagram, TikTok and YouTube.

4 Procedures for Social Media Usage

- (1) Social media shall be used to always represent the SU in a positive light. Use of official social media accounts must reflect the SU’s strategic plan, mission, vision and values.
- (2) The SU shall use social media to:
 - (a) Engage students;
 - (b) Provide information regarding university and government decisions and initiatives;
 - (c) Promote SU events, services, programs, and businesses; and
 - (d) Gather real-time feedback from students.
- (3) The SU shall follow only individuals and groups that contribute to and enhance the SU’s ability to serve and represent student interests at the University of Calgary. This may include but is not limited to:
 - (a) Current students;

- (b) Alumni;
 - (c) Student organizations;
 - (d) Community and government organizations;
 - (e) Local businesses;
 - (f) Politicians; and
 - (g) Prominent members of the community.
- (4) The SU shall use inclusive design best practices to ensure social media content is as accessible as possible.
- (5) The SU shall use social media to demonstrate that it is dedicated to serving and representing students by:
- (a) Exhibiting leadership;
 - (b) Offering guidance and help;
 - (c) Sharing relevant content;
 - (d) Maintaining a professional and positive tone;
 - (e) Being creative;
 - (f) Being relatable and approachable
 - (g) Being respectful and inclusive; and
 - (h) Being truthful.
- (6) All social media communications shall respect copyright and fair use legislation. The SU shall cite persons or organizations when sharing content via social media.
- (7) The SU shall be respectful of individuals' privacy. The SU shall not share personal information and shall use alternate channels of communication where appropriate.
- (8) In the event of an emergency:
- (a) All communication shall go through official social media accounts only;
 - (b) Regular social media communications shall be suspended;
 - (c) Official social media accounts shall be monitored closely;
 - (d) Important information related to the emergency shall be shared; and
 - (e) The tone of communications shall be primarily informative.
- (9) When an error is made, the SU shall acknowledge the error and correct it as soon as possible. Modified posts shall be clearly labeled as such.
- (10) Account administrators shall ensure the quality of social media communications by:

- (a) Using spell-check;
- (b) Confirming the accuracy of content with others;
- (c) Engaging in best practices regarding the frequency of posting content; and
- (d) Using discretion in regard to time-sensitive information.

5 Nature of Content Posted on Social Media

- (1) The SU shall remain non-partisan in all social media communications. Social media content shall not endorse or oppose any political candidate or party; however, content may address issues directly related to SLC approved advocacy policy (e.g. exceptional tuition increases, sustainability, secondary suites, etc.).
- (2) The SU shall not post material that is obscene, defamatory, profane, libelous, threatening, harassing, abusive, hateful, untruthful, or embarrassing to another person or entity, including but not limited to employees, partners, students, competitors, vendors, the university, or community members.
- (3) The SU shall not endeavor to improve its own image at the expense of others' by posting content that makes disparaging comparisons. This includes, but is not limited to content regarding:
 - (a) The University of Calgary;
 - (b) Student groups at the University of Calgary;
 - (c) Other post-secondary institutions;
 - (d) Student associations or student groups at other post-secondary institutions;
 - (e) Municipal, provincial, or federal government;
 - (f) Community organizations; and
 - (g) Individuals affiliated with any of the above organizations.
- (4) The SU may engage in friendly rivalries entered willingly by both parties. Such content shall be good-natured and intended to foster school spirit and pride.
 - (a) In the event that an individual or organization expresses dissatisfaction with content posted by the SU in this regard, the SU shall post a public apology.
- (5) Account administrators may respectfully and factually respond to misrepresentations of the SU in social media, provided that the President or other member of the Executive has been notified. The SU shall not engage in arguments with others via social media.
- (6) Before posting content, account administrators should consider:
 - (a) Is this information helpful or informative?
 - (b) Is this information positive?

- (c) Could this content negatively impact the SU in any way?
- (7) Social media content about contests administered by the SU shall include reference to any contest rules that are in place.

6 Accountability

- (1) The General Manager or designate is responsible for the implementation, administration, and review of this procedure.

7 Review and Amendment

- (1) The General Manager or designate is responsible for approving amendments to this procedure.
- (2) Any amendments to this procedure must be reported to the Operations and Finance Committee at the next meeting following approval of the amendments.

History:

- March 27, 2013 (OpFi): Approved and enacted
- December 1, 2022 (OpFi): Amended.
- September 12, 2024 (OpFi): Amended.