



Social Media Policy – Corporate Use

Policy owner: President

Audience: Executives, Board of Directors, URSU Staff, General Manager

Approved: Board of Directors (Board Meeting August 13, 2019)

Last Reviewed: July 11, 2019

Review Schedule: September 2020

1. Introduction

This document is designed to provide Students' Union of the University of Regina Inc. (URSU) employees with guidelines regarding the appropriate use of the company's social media accounts with Facebook, Twitter, LinkedIn, the company's blog (this list is not exhaustive).

2. Definitions

Social Media: forms of electronic communication through which users create online communities to share information, ideas, personal messages and other content (Merriam-Webster Dictionary). These include but are not limited to: Facebook, URSU Vibe, Twitter, LinkedIn, Instagram, Snapchat, WhatsApp, YouTube.

Employee: any staff member of URSU (full time, part time, Executive Member, Director, volunteer) that has been granted authorization to maintain or contribute to URSU Social Media accounts.

3. Policy

Employees may not disclose confidential or proprietary information on any of URSU social media pages. The disclosure of confidential or proprietary information without prior authorization may result in immediate termination.

Employees will be held responsible for what they write or post on any of URSU social media pages. Inflammatory comments, disparaging remarks, or negative / inappropriate language or posts are not permitted.

Employees are directed not to engage in discussions regarding legal issues in which the company is involved, or government issues related to the company and our industry without prior approval from management.

Employees are required to respect copyrights and never post text, images or video created by someone else without proper attribution and/or authorization. If employees have questions about copyright law and/or the usage of certain media, they may contact the Marketing and Communications Manager.

Social media is not a substitute for inter-company communications. Important information should be transmitted within normal company communication channels (i.e. the company's email platform), and not through social media outlets or text messaging.

Social media is not a substitute for customer service. Employees are required to refer

customers to the relevant Executive member or General Manager instead of handling inquiries entirely through social media.

In the event that an employee discovers any group(s) that users have formed to discuss the company, its products, or services, employees are requested to bring them to the attention of management.

Employees are required to relay important issues to management as soon as possible.

Employees should always carefully consider what to post in response to an argumentative or accusatory post. If employees have any questions regarding how to respond to a particular post, employees should discuss the issue with management prior to posting.

Consent is required prior to posting any photographs of employees in the company on any of URSU social media pages.

Always adopt a positive attitude when responding to comments on the company's pages or applications, or comments about the company in general.

4. Consequences for Non-Compliance

Improper or unprofessional use of social media may have a serious effect on URSU business interests, member, and community and University of Regina relations and the workplace in general and as such URSU will enforce the guidelines of this policy. URSU Employees including Executive and Directors may face disciplinary action, up to and including termination of employment for violating the rules of this policy.

5. Related Information

[Conflict of Interest and Conflict of Commitment Policy](#)

[Social Media Policy – Personal Use](#)

[Standards of Conduct Policy](#)

[Media Statement Policy](#)

[Harassment Policy](#)