



## Social Media Policy

**Category:** Communications and Marketing;

**Jurisdiction:** Vice President, External Relations;

**Approval Authority:** Executive Team;

**Established on:** March 2, 2010;

**Amendments:** April 30, 2021; June 21, 2022.

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### Policy Statement

Lakehead University encourages the use of Social Media with consistency and the University's reputation in mind. Social Media activity affects Lakehead's brand and organizational reputation. Across every touch point, internal and external, the brand's look and voice must be constant with messaging that is clear, concise and relevant.

Social Media channels can help support efforts to communicate and market the diverse departments and programs at Lakehead. Social Media can also build community among prospective students, current students, alumni, faculty and staff, and community members by informing, listening, responding and engaging.

### Purpose

The use of Social Media is increasingly common for Lakehead faculties, departments and programs, and has become an increasingly important and influential communication channel for the University community. Lakehead supports the use of Social Media to communicate with audiences important to the University. The purpose of this policy is to set guidelines for creating and managing a University Social Media presence and participating in Social Media in an official capacity on behalf of Lakehead University.

## Scope

This policy applies to all social media accounts created by the University Community for the official business purposes of the University, including but not limited to faculty, departments, programs, and units. Therefore this policy applies to all University Community Members who utilize social media for communication in conjunction with representing Lakehead.

Although this policy does not apply to University Community Members' private Social Media accounts, such activity may also be a reflection of the Lakehead brand and affect Lakehead's interests, and is therefore subject to Lakehead's Employee Code of Conduct and other applicable policies— whether or not such activity relies on Lakehead's Technology Services Centre resources.

## Policy

University Community Members who intend to create a Social Media account for communication in conjunction with representing the University must apply using the process set out in the Social Media Procedures.

University Community Members with existing Social Media accounts for communication in conjunction with representing the University must follow this policy, and the processes set out in the Social Media Procedures and Lakehead's Brand Guidelines.

## Content and Branding for University Social Media

University Community Members granted approval to use Social Media accounts in accordance with this policy must follow the content and branding procedures set out in the Social Media Procedures and Lakehead's Brand Guidelines.

## Definitions

For the purposes of this policy and associated procedures the following definitions apply:

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“**Lakehead**” or “**University**” means Lakehead University.

“**Social Media**” refers to social sharing services that facilitate user-generated content and conversation over the Internet, including but not limited to Facebook, Twitter, Instagram, YouTube, SnapChat, LinkedIn.

“**University Community**” or “**University Community Members**” means all faculty, staff, agents, contractors, and volunteers of Lakehead University.

### **Policy Adherence**

Failure to follow this policy or associated procedures may result in consequences such as:

- proceeding under the Employee Code of Conduct or the Student Code of Conduct; or
- revocation of the use of Lakehead’s brand.

Lakehead University may delete any Social Media account used for communication in conjunction with representing the University, for any reason, including if it is no longer being monitored or actively used.

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**Review Period:** 3 years;

**Next Review Period:** 2024-2025;

**Related Policies and Procedures:** Social Media Procedures – attached; [Lakehead’s Brand Guidelines](#); Code of Computing Conduct;

**Policy Superseded by this Policy:** Participation in Social Media Applications for Marketing and Communications Policy (previously named).

The University Secretariat manages the development of policies through an impartial, fair governance process, and in accordance with the Policy Governance Framework. Please contact the University Secretariat for additional information on University policies and procedures and/or if you require this information in another format:

Open: Monday through Friday from 8:30am to 4:30pm;

Location: University Centre, Thunder Bay Campus, Room UC2002;

Phone: 807-343-8010 Ext. 7929 or Email: [univsec@lakeheadu.ca](mailto:univsec@lakeheadu.ca).



## Social Media Procedures

**Category:** Communications and Marketing;

**Jurisdiction:** Communications, Marketing, and Web Development Director;

**Approval Authority:** Vice President, External Relations;

**Established on:** June 21, 2022;

**Amendments:** None.

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### Purpose

The purpose of these procedures is to establish the process for creating and managing a University Social Media presence and participating in Social Media in an official capacity on behalf of Lakehead University.

### Scope

These procedures apply to all Social Media accounts created by the University Community for the official business purposes of the University, including but not limited to faculty, departments, programs, and units. Therefore these procedures apply to all University Community Members who create or utilize Social Media for communication in conjunction with representing Lakehead.

Although these procedures do not apply to University Community Members' private Social Media accounts, such activity may also be a reflection of the Lakehead brand and affect Lakehead's interests, and is therefore subject to Lakehead's Employee Code of Conduct and Code and other applicable policies— whether or not such activity relies on Lakehead's Technology Services Centre resources.

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## Procedures

### A. Procedures for Creating or Registering a Social Media Account

- 1) Employees must obtain the following approvals:
  - permission from their supervisor to use Social Media on behalf of Lakehead's unit, department, or faculty; and
  - Approval from the Communications, Marketing and Web Development unit to use the Lakehead logo. Approval may be requested by emailing the Marketing and Branding Associate, External Relations. Once approval is obtained, Communications and Marketing will provide Administrators with a Lakehead logo for use on their Social Media account.
- 2) Accounts must have two or more Administrators approved by the Employee's supervisor, and be linked to a Lakehead email. At least one Administrator must be a University employee.
- 3) The following information must be provided to Communications, Marketing and Web Development so they can communicate recommendations and best practices with Administrators, and keep their Social Media database updated:
  - names and contact information of the Administrators
  - Social Media account URL
- 4) Develop a [Social Media strategy](#) for each profile/page. Contact Communications, Marketing and Web Development for resources to assist in development or if you have any questions.

### B. Content and Branding for University Social Media Accounts

Account Administrators must administer Social Media Accounts in accordance with the following content and branding standards:

- 1) Profile designs, background graphics, and all graphics shared on a Lakehead-affiliated account must follow [Lakehead's Brand Guidelines](#).

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- 2) Administrators shall not post, and must remove, inappropriate, offensive and/or illegal content in accordance with Lakehead's Employee Code of Conduct, Student Code of Conduct, and other applicable policies.
  - 3) Administrators of an official University Social Media channel must not engage in personal activity under the guise of an official University Social Media channel.
  - 4) Only public information may be posted on official University Social Media channels. University Social Media channels should not be used for the communication of business transactions, including credit card or payment information, educational records, medical records, or other confidential information.
  - 5) Administrators must obtain permission from individuals prior to posting their photo or comment on a Social Media account.
  - 6) Administrators are encouraged to link to source material whenever possible. This will reduce the spread of misinformation and help drive traffic.

The Communications, Marketing and Web Development unit may delete any Lakehead-affiliated social media account if it is no longer being monitored or actively used.

### **Implementation of Social Media Policy and Procedures**

For guidance with respect to implementation of the Social Media Policy and Procedures, [please click here to view the Social Media Guidelines](#).

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**Review Period:** 3 years

**Next Review Period:** 2024-2025;

**Related Policies and Procedures:** Social Media Policy; [Lakehead's Brand Guidelines](#); [Social Media Guidelines](#);

**Procedures Superseded by these Procedures:** None.

The University Secretariat manages the development of policies through an impartial, fair governance process, and in accordance with the Policy Governance Framework. Please

contact the University Secretariat for additional information on University policies and procedures and/or if you require this information in another format:

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