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Kwantlen Student Association Club Social Media Policy & Procedures

1.0 Preamble

Social media has become an important tool for communication, and is used widely by clubs to promote events, organize, contact members, and reach out to the community. The KSA recognises and embraces the many benefits and uses of social media, but also recognises that those making posts must be aware of the legal, ethical, and reputational consequences of posts made online, which have the potential to be both public and permanent.

As use of social media is increasing, the need for clearly defined social media standards is also growing. In the interest of creating a safe, supportive, and inclusive environment at the university, the KSA has created this policy and procedure to guide the use of social media by clubs and KSA student groups on campus and ensure that all members of the university community are free from discrimination and harassment. Nothing in this policy and procedure is intended to limit freedom of speech, that freedom being expressed within the law.

2.0 Scope

This Policy and Procedure will apply to:

- All official KSA clubs,
- KSA Student groups,
- Social media accounts affiliated with KSA clubs and student groups,
- All posts made on social media platforms at any time by the groups listed above.
- Private messages from KSA club accounts that are reported to the KSA by a University community member.

Does not apply to:

- Posts made on personal social media accounts.
- Social Media Accounts that are not affiliated with KSA clubs or student groups.

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3.0 Definitions

Blogs: "An abridgment of the term web log, a blog is a website with regular entries of commentary, descriptions of events, or other materials such as graphics or videos." Source [1]

Cyber Bullying: Maliciously spreading rumours, lies or gossip, intimidating or aggressive behaviour, offensive or threatening comments or content, posting comments/photos etc. deliberately mocking an individual with the intent to harass or humiliate them. Source [2]

Club: Refers to KSA Recognized Clubs that have been approved by the KSA executive committee.

Discrimination: Discrimination is an action or a decision that treats a person or a group negatively for reasons such as their race, national or ethnic origin, colour, religion, age, sex, sexual orientation, marital status, family status, disability, or a conviction for which a pardon has been granted or a record suspended. Source [3]

Harassment: "Harassment is a form of discrimination. It involves any unwanted physical or verbal behaviour that offends or humiliates you. Generally, harassment is a behaviour that persists over time. Serious one-time incidents can also sometimes be considered harassment." Source [4]

Intellectual Property: "Intellectual property (IP) refers to creations of the mind, such as inventions; literary and artistic works; designs; and symbols, names and images used in commerce. IP is protected in law by, for example, patents, copyright and trademarks, which enable people to earn recognition or financial benefit from what they invent or create. By striking the right balance between the interests of innovators and the wider public interest, the IP system aims to foster an environment in which creativity and innovation can flourish." Source [5]

KPU Student Conduct Policy: KPU Student Conduct Policy is a policy that governs appropriate student conduct while at KPU. The policy requires that students must obey the law and University regulations, demonstrate respect for all persons on the campus, and display mature conduct. Students are held responsible for their individual or collective actions.

KPU: Kwantlen Polytechnic University

KSA: Kwantlen Student Association

[1] Social media policy of the City of Raleigh https://www.raleighnc.gov/content/PubAffairs/Documents/SocialMediaPolicy1.pdf
[2] Social media policy of the University of Nottingham
http://www.nottingham.ac.uk/governance/documents/social-media-policy-for-students-nov15.pdf
[3] Canadian Human Rights Commission http://www.chrc-ccdp.gc.ca/eng/content/what-discrimination
[4] Canadian Human Rights Commission http://www.chrc-ccdp.gc.ca/eng/content/what-harassment
[5] World Intellectual Property Organization http://www.wipo.int/about-ip/en/

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Personal Communications: Posts made on, or from, a private social media account, such as a personal page on Facebook or a personal blog, that are separate from club/official accounts.

Social Media: Any online interactive tool which encourages participation, interaction and exchanges

Social Media Platforms: Include but are not limited to: Facebook, Twitter, Instagram, Snapchat, LinkedIn, YouTube, Pinterest, Flickr, Google+, Tumblr, iTunes U, Second Life, MySpace, Blogs, Discussion Forums (such as Yahoo! Groups, Google Groups, and Reddit)

Student Group: Refers to a group of students with a shared value or goal, that have been recognized as an official group within the Kwantlen Student Association. While student run, these groups still exist under the KSA and are required to follow KSA bylaws, regulations & procedures. The term includes KSA Clubs, KSA Collectives and KSA approved Academic Associations.

Terms of use of the Platform: Each social media platform has a set of terms and conditions that must be agreed to in order for an account to be created. Each platform has their own individual set of terms of use. Failure to comply to these terms and conditions by any individual can be reported to the platform as breaking the terms of use. Each platform has their own individual reporting system and consequences for such actions.

4.0 Principle Statements

Whereas social media are instantaneous and far reaching forms of communication, and posts made online have the potential to be permanent.

Whereas posts made on social media can impact the mental health and well-being of members of the university community.

Whereas clubs and their representatives are responsible and accountable, just as in the real world, for public statements that they make and information that they distribute.

Whereas any posts on social media should comply with the terms of use of the platform to which they are posted.

Whereas those making posts should make clear that club or personal communications do not represent the views of the KSA.

Whereas accounts and posts by clubs or student groups should be distinct/differentiated from personal accounts and communications.

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5.0 Procedures

Therefore be it Resolved that the KSA hold semesterly inclusivity training covering topics including but not limited to social media practices, cyber bullying and harassment, and fostering an online environment free of prejudice,

Be it Further Resolved that the KSA uphold and support the following standards of conduct,

Official KSA clubs & recognized groups should:

- Clearly separate personal accounts from club accounts,
- Make clear that communications made by clubs and posts on official club accounts do not represent the views of the KSA,
- Make efforts to moderate discussions on official pages/forums/social media platforms that are maintained by clubs or student groups in line with this policy and procedure.
- BCC member's personal emails when sending a mass email.

Official KSA clubs & recognized groups should not:

- Make posts that are unlawful (in violation of any Canadian civil/criminal law);
- Post confidential or proprietary information;
- Post personal information about any person without their express permission(this does not include photos of students attending club and/or campus events);
- Make fake or misleading posts, or post on behalf of someone else without their consent.
- Make posts that are threatening, harassing, discriminatory, abusive, hateful, libelous, illegal, obscene, indecent, defamatory, embarrassing to another person, or hostile towards any individual or entity;
- Make any posts containing or linking to hate speech;
- Post material or comments that create a danger to the safety of another person or that constitute a credible threat of physical or emotional injury to another person;
- Make posts that violate intellectual property or copyright laws;
- Make posts in violation of the terms of use of the social media platform;
- Post spam or aggressive/inappropriate advertizing;
- Use KSA & KPU logos/trademarks/images without permission

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6.0 Monitoring & Enforcement

Monitoring:
The social media presence of KSA clubs and student groups, being a public form of communication, may be monitored by the KSA. Private club communications (including messages and nonpublic groups) will not be monitored, however members of the university community may submit private communications that have been directed to them as part of a complaint about cyber bullying, harassment, or misconduct.

Enforcement:
Clubs found to be in violation of this policy and procedures could face consequences up to and including

- Removal of club name and description from KSA website;
- Inability to use the official KSA Logo;
- Non-acceptance of funding requests;
- Losing access to university space and/or other clubs resources;

The KSA reserves the right to request that clubs moderate the comments on their social media pages and to remove any comments that go against the social network's terms of use. If inappropriate and discriminatory comments are not moderated by the club or student group, the KSA may report the comment in question to that particular social network.

7.0 Reporting and Complaints

Any inappropriate or discriminatory use of social media by a KSA club or located on a KSA Club's social media page shall be reported via email to Clubs@kusa.ca.

Complaints regarding the enforcement of club social media accounts can make a formal submission to the KSA Executive committee via email (Executive@kusa.ca) or in person pursuant to KSA Regulations Section XIII Article 5: Remedies.

An appeal may be made regarding the KSA Executive committee's decision through the KSA Council. You can send the appeal to the Speaker of the council by emailing Speaker@kusa.ca

8.0 Resources & Related Policies

- KSA Privacy Procedure - Link
- The Personal Information Protection Act of British Columbia - Link
- KSA Regulations (Section XIII) - Link
- KPU Non-academic Student Conduct Policy - Link
- Freedom of Speech Act - Link
- KPU Picture and Video Permission Waiver (Within Student Application) - Link