COLLEGE POLICY

Policy No. & Title:	**C-311 Communications**
Policy Sponsor:	Vice President, Admissions
Reference Cmtee:	Policy & Procedure Committee
Effective:	2024-10-28
Next Review:	2027-04-30

Purpose

To establish the guidelines and expectations related to College communications, both internally with our email system and externally through social media platforms.

Scope

This policy applies to all College students, employees, delivery partners, affiliates, volunteers, and contractors.

Definitions

Social Media: On-line platforms promoting networking and social connection(s) to other like-minded individuals or groups.

POLICY

Principles and Philosophy

- The College uses multiple communication platforms and strategies to present information internally and externally.
- Approved communications may come from the President, CEO, People & Culture, Marketing, or members of the College Management Team.
- Marketing is responsible for the development and maintenance of our corporate brand.
- All College Members will adhere to the brand guidelines developed by Marketing.
- Social media may be used to augment or supplement approved communications, but never replace approved communications.
- All communications must be respectful, professional, and reflect the Values of the College.

Email

1) Email communications are for business purposes and College members must ensure the purpose of the email is clear.
2) Email etiquette is to be followed, including but not limited to:
    a) Use a professional tone in your writing.
    b) Clearly explain the purpose of the email.
    c) Follow up quickly if the recipient requires an answer.
    d) Provide details if needed.
    e) Direct email to those who need the information.
    f) Check spelling prior to sending.
    g) Read through the email prior to sending it to make sure it reads correctly.
    h) Do not use capital letters throughout a word.
3) The use of "Reply all" is to be limited to only those instances where a response to all parties is required.
4) Announcement emails intended for large audiences, or the entire campus are to be sent to announcement@trios.com
    a) To protect individual privacy, College members shall attach all parties to receive the announcement email in the BCC line.
    b) Such emails shall contain at either the top or bottom of the email the groups of people who should have received this message as a courtesy to all readers.
5) Announcement emails shall be used judiciously, are not a replacement for direct communications, and shall not be sent to any third parties outside the organization.
6) When emailing multiple students at one time, College members shall protect the privacy of the student(s) by placing all email addresses in the BCC line.

SMS

7) SMS communication is for communication between College members and students.
8) The same principles for email communication apply to SMS messages
9) SMS messages can be sent through either XCAS or Call Tracking Metrics (CTM) platforms.
10) SMS communication should be concise, ensuring that all relevant information is relayed in the fewest number of messages possible.
11) All communication should be intentional, to information share or to request information from the student so as to avoid any feelings of spam messaging from the recipient.
12) Staff should ensure communication expressly states their name and the name of the College, providing clarity to the recipient.

Social Media

13) Social media provides the ability to offer value-added content and interaction with students, alumni, employers, internship hosts, and friends of the College such as sharing information, timely updates, tips and recommendations, links to resources and other valuable information. College use of social media leverages these features for the overall benefit of the College.

14) Any complaints and issues noted on social media shall be immediately reported to Marketing to be addressed in a professional and timely fashion, and in private to the extent possible and appropriate.
15) The College acknowledges that the nature of social media does not lend itself to a complete disassociation of a user's private persona from their College role. Nevertheless, use of College social media accounts must be focused on College-related business. Expression of personal opinion on College matters or decisions is prohibited.
16) The College respects the right of any person to use social media for personal purposes. This policy is not intended to interfere with that right. Employees who make personal use of social media are urged to ensure their personal use does not intentionally or otherwise represent, or appear to represent, College interests, decisions, or other matters. The College Executive Team shall determine those employees who are designated as official College spokespeople.
17) Social media content is considered legally public, not private, and may be subject to Freedom of Information requests.
18) Prohibited uses of a College social media account include but are not limited to: Illegal or unlawful activity; uses that violate College policies (see C-210 Network Acceptable Use); sharing account passwords with individuals not authorized to manage accounts; publication of confidential, financial, legal, or non-public operational information.
19) Individuals who engage in prohibited uses of College social media accounts may be subject to corrective or disciplinary action as set out in College policies.
20) Marketing shall maintain and serve as the administrator of all official College social media accounts.
21) College staff with social media profiles accessible by students shall take care with privacy settings to keep personal information private. Staff are encouraged to limit content students can see to information that is relevant to educational and/or employment purposes.
22) College staff shall never require students to participate in social media networks nor have participation in social media networks influence a course grade (with an exception being made for class projects that may use social media networks for research purposes).
23) To maintain the integrity of the College staff member/student relationship, College staff shall not friend, follow, request a connection or otherwise "connect or align" themselves with students unless the student requests the connection.
24) College staff must apply consistently the decision to either accept/friend connection requests from all students, or the decision to not connect with any students at all, to avoid the appearance of favoritism.
25) All social media marketing must be approved and facilitated through the College's Marketing team, located at the Campus Support Centre.
26) College staff shall leverage the use of social networks during College business hours for the sole purpose of conducting business. Personal use of social networks is allowed during official breaks throughout the staff member's business day.

Related Policies
C-210 Network Acceptable Use

Supporting Documents/Forms
C-311p Communications – Procedure