



Cork Institute of Technology

Social Media Management Policy

Document Location

<https://gateway.cit.ie/services/IT/IT%20Documentation/Policies/Forms/AllItems.aspx>

Revision History

Date of this revision: 29/04/2013	Date of next review:
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Version Number/Revision Number	Revision Date	Summary of Changes	Changes marked
0.1	28/03/2013	Additions made by CIT Social Media Moderator	
0.2	29/04/2013	Changes after feedback from consultation meeting of 26/04/2013	
0.3	12/06/2013	Changes after feedback from consultation meeting of 06/06/2013	

Consultation History

Version Number/Revision Number	Consultation Date	Names of Parties in Consultation	Summary of Changes
0.1	26/04/2013		Original document presented
0.2	28/05/2013		Scope of policy clarified in section 3

Approval

This document requires the following approvals:

Name	Title	Date

This policy shall be reviewed and updated on an annual basis.

This policy should be read in conjunction with Cork Institute of Technology Information Security Policy and Cork Institute of Technology Acceptable Usage Policy.

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1. PURPOSE

The purpose of this policy is to set direction for the creation, management and moderation of Cork Institute of Technology (CIT) social media presence on appropriate websites including social media platforms. The scope of this policy also extends to the management and moderation of official CIT online communications on internal and external forums, wikis, blogs, podcasting platforms and web technologies yet to become available. Please refer to the CIT **Acceptable Usage Policy** for additional rules and guidelines.

2. ROLES AND RESPONSIBILITIES

The following roles and responsibilities apply in relation to this Policy:

Governing Body:

- To review and approve the policy on a periodic basis.

Registrar and Secretary / Financial Controller:

- To ensure the Policy is reviewed and approved by the Governing Body as appropriate.
- To consult as appropriate with other members of the Executive, Management Teams, and Staff Representatives.
- To liaise with the Registrar's Office or Human Resources (HR) on information received in relation to potential breaches of the policy.
- To ensure the appropriate standards and procedures are in place to support the policy.

Functional / Line Manager

- To define and implement standards and procedures which enforce the policy.
- To oversee, in conjunction with Data Owners, compliance with the policy and supporting standards and procedures.
- To inform the President / Registrar of suspected non-compliance and/or suspected breaches of the policy and supporting standards and procedures.

HR Office and Registrar Office:

- To follow relevant and agreed disciplinary procedures when HR or Registrar's Office is informed of a potential breach of the policy (Refer to Section 7).
- To manage the disciplinary process.

Communications and Marketing Unit:

- Co-ordinate CIT's official social media presence.
- Review and approve new accounts or social media sites

Staff /External Parties:

- To adhere to policy statements in this document.
- To report suspected breaches of policy to their Head of Department or the IT Manager.

If you have any queries on the contents of this policy, please contact your line manager.

3. SCOPE

This Social Media Management policy covers the creation, management and moderation of social media presence on appropriate websites and social media platforms for official CIT social media accounts¹. The remit of this policy also extends to management and moderation of online communications on forums, wikis, blogs and new emerging website technologies yet to be developed.

This policy applies to, but is not limited to, the following CIT related groups as defined in Roles and Responsibilities Section (3.0) of the IT Documentation Framework:

- CIT staff
- CIT students
- CIT external parties

4. SUPPORTING STANDARDS & PROCEDURES

- CIT IT Documentation Framework
- CIT Information Security Policy
- CIT Acceptable Usage Policy
- CIT Compliance Policy
- CIT Data Governance Policy
- CIT Password Standard
- CIT Moderator Guidelines

The above list is not exhaustive and other Cork Institute of Technology documents may also be relevant.

5. SOCIAL MEDIA MANAGEMENT POLICY

The Institute's Acceptable Usage Policy is currently being updated. Once updated, that policy will provide clarity on the acceptable use of Social Media from an academic perspective. This policy is focused on the management of official CIT social media accounts.

CIT welcomes and embraces the use of social media by its students and staff. To facilitate an engaging, productive and above all safe environment the following policy statements will apply to official CIT social media sites and accounts:

- CIT management of social media presence is co-ordinated through the Communications and Marketing Unit appointed by the CIT President.
- Accounts must be created by an authorised representative of the Institute and approved by the Communications and Marketing Unit.

¹ All officially recognised social media accounts will be publicly listed by the Institute in a directory available on www.cit.ie/socialmedia

- Social media sites must have an official CIT appointed administrators/moderators approved by the Communications and Marketing Unit.
- Social media sites are subject to periodic review to ensure they meet the needs of the Institute and the relevant unit in regards to user engagement and conformity to policy guidelines.
- Inactive accounts or accounts that do not meet their original brief will be closed as they could reflect poorly on the Institute and/or defeat the purpose of having the account.
- Content for official CIT social media sites must be approved by the administrators/moderators² prior to publishing.
- Best practices for social media accounts should be considered.
- Student Clubs and Societies that wish to create social media accounts that will be officially recognised by the Institute must register via the Sports / Societies Office for approval by the Communications and Marketing Unit.

For guidelines on moderation of official CIT social media sites please see **Moderator Guidelines**.

6. MONITORING

Cork Institute of Technology respects the right to privacy of staff, student and external parties. However, this right must be balanced against Cork Institute of Technology's legitimate right to protect its interests.

A Cork Institute of Technology appointed moderator will monitor content published to Cork Institute of Technology social media sites within their responsibility.

7. VIOLATION OF POLICY

Contravention of any of the above policy may lead to the removal of Cork Institute of Technology resource privileges and can lead to disciplinary action in accordance with the Cork Institute of Technology disciplinary procedures. Internet postings which are deemed to constitute a breach of this procedure may be required to be removed; failure to comply with such a request may in itself result in disciplinary action.

² see Moderator Guidelines