NAIT *Guideline* SR 1.4

Social Media – Students

Implementation Date: April 23, 2014   Replaces: Social Media Guidelines for Students
Next Review: December, 2014

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1.0   Purpose

Social media networks such as *Facebook*, *Twitter*, *Flickr*, *YouTube*, *LinkedIn*, *Instagram*, *Pinterest*, *Google Plus, Moodle* and *iTunes U* offer students the opportunity to share knowledge, express creativity and connect with others both within and outside the NAIT community. By using social media, students can develop a portfolio of practical work done while at NAIT and demonstrate themselves as subject matter experts in their field. This Guideline outlines a set of expectations and tips for students engaging, or planning to engage, in social media while keeping in line with the NAIT Values – Respect, Collaboration, Celebration, Support and Accountability.

2.0   Definitions

Social Media – refers to interaction among people in which they create, share, and/or exchange information and ideas in virtual communities and networks[1]

Engaging – Encompasses any form of communication directly to, with, or which may be observed by, one or more other individuals

Personal – refers to an account "used for personal reasons (to share relevant content with friends, ask and answer questions, promote one's own content…in some cases build a personal brand)."[2]

Students – refers to individuals currently attending or scheduled to attend a NAIT program, course, work placement or practicum, including those participating in the aforementioned without being physically present at a NAIT campus.

3.0 Use of Social Media

3.1 Be respectful of others

When participating in social media, it's important to always be forthcoming, transparent and honest about who you are and what you represent, to use common sense before you post, and to respect the values and etiquette of communities you join.

Always respect the dignity of others and engage in civil and thoughtful discourse of opposing ideas.

Post meaningful and respectful content and comments – do not spam or make remarks that are offensive.

If you feel angry or impassioned about a subject, refrain from posting until you are calm and level-headed. Posts or comments made when emotional or angry are less likely to be perceived as being respectful.

When engaging with others via social media, be aware that the NAIT regulations and expectations outlined and enforced under the Student Rights and Responsibilities Policy (SR 1.0) also apply to your conduct online. Bullying, harassment, discrimination, threatening behaviour, defamation, libelous or indecent statements, unfounded allegations, or breaches of professional codes of ethics are subject to sanctions as outlined in Student Misconduct Discipline Process (SR 1.2).

Ensure that you follow your program's conduct guidelines regarding the use of online classroom tools such as Moodle.

3.2 Protect your identity

While you want to be honest about who you are and accept responsibility for your actions online, do not provide personal information that scam artists or identity thieves could use against you.

Do not list your home address, telephone number, Student ID number or any other confidential personal information such as banking or credit card numbers, or passwords to social media or other online accounts. Do not share your passwords with others, or allow others access to your social media or online accounts.

Be aware of the privacy policies that are in place on social media platforms in which you choose to engage, and take advantage of privacy settings that can be used to limit who will have access to the information you share.

3.3 Respect resources and fellow students/staff

NAIT'S [Acceptable Use of NAIT's Technology Resources (ITM 1.2),](#) prohibits the use of NAIT-enabled technology resources and services to engage in any activity that is illegal under provincial, federal, or international law. Please see [ITM 1.2](#) for a full listing of the acceptable use of NAIT's technology resources.

Do not use the NAIT name or logo on any personal online sites you might maintain, or to promote or endorse any product, cause or political party or candidate.

As governed in [Corporate Image (ER 3.1),](#) NAIT Student Clubs are free to use the NAIT name in their activities, but not the NAIT Logo.

Always give proper credit for other people's work and make sure you have the right to use something before you publish. If you do not have the right to publish someone else's work, either under the Copyright Act or another license, you must ask for permission. If you do not receive permission, do not use their work.

3.4 Be Aware of Liability

Be aware that wrongful conduct online may result in the same legal consequences as wrongful conduct in the real world. You can be held legally liable for what you post on your own site and on the sites of others. Individuals using social media are increasingly being held liable for commentary deemed to be proprietary, copyrighted, defamatory, libelous, or obscene (as defined by the courts).

3.5 Use Social Media to your Advantage

In addition to recruiting through employment-specific sites such as LinkedIn, employers and professional associations conduct web searches and monitor candidates' social media sites such as Facebook, Twitter and YouTube before extending offers. Be sure that what you post today won't affect your future employment prospects tomorrow. Similarly, these platforms may be used to enhance employment prospects if they are used as a tool to highlight relevant experience and knowledge. Use social media platforms as a way to build your brand and in networking with the community.

4.0 Support for Students

4.1 If you find yourself the victim of cyber-bullying, harassment, discrimination etc., please speak with a program staff member, Protective Services member or NAIT

counselor immediately. Know your rights and the supports available to you as outlined in the Student Rights and Responsibilities Policy (SR 1.0).

Reviewed by Executive Committee: March 26, 2014
Reviewed by Academic Council: April 22, 2014

5.0   Related Documents

Student Rights and Responsibilities Policy (SR 1.0)

Acceptable Use of NAIT's Technology Resources (ITM 1.2)

Student Misconduct Discipline Process (SR 1.2)

Use of Copyright-Protected Works (IP 1.8)

Corporate Image (ER 3.1)

Intellectual Property (IR 5.0)