

Policy History
<b>Policy No.</b> IM6
<b>Approving Jurisdiction:</b> President
<b>Administrative Responsibility:</b> Executive Director, External Affairs
<b>Effective Date:</b> October 15, 2008

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## Guidelines for the Kwantlen Polytechnic University Weblog Policy

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### Rationale

Kwantlen Polytechnic University strives to stay on the leading edge through the use of modern and innovative technologies. To this end, we provide blogging services, subject to the terms and conditions of use detailed below. By accessing, creating or contributing to any blogs hosted at [www.kpu.ca](http://www.kpu.ca) and in consideration for the services Kwantlen provides to you, you agree to abide by these terms. Please read them carefully before posting or creating any content on the Kwantlen weblog.

### Scope

For anyone who accesses, creates or contributes to a blog hosted at [www.kpu.ca](http://www.kpu.ca).

### Principles

#### A. APPROPRIATE USE

1. Bloggers of Kwantlen Polytechnic University are expected to abide by the university's Information & Educational Technology Usage Policy and all other policies related to student and/or employee conduct.
2. Bloggers of Kwantlen Polytechnic University are expected to abide by Policy IM1, *Copyright Compliance*.
3. Users must "respect the rights of others by complying with all university policies regarding sexual, racial and other forms of harassment, and by preserving the privacy of personal data to which you access." (Policy IM3 *Information and Educational Technology Usage*)
4. Commercial use and advertising is not permitted.
5. Weblog administrators reserve the right to revoke accounts and remove materials that do not conform to these policies and guidelines.

## **B. WEBLOG DIRECTORY**

1. Kwantlen Blogs will be listed in a Kwantlen Polytechnic University weblog directory.
2. No personal information about Kwantlen Polytechnic University bloggers will be distributed via this directory, only the name of the blog and a link will be provided.
3. Bloggers may choose to opt out of the directory listing at any time by contacting the administrators.

## **C. POLICY**

1. The Kwantlen Web Team, within the Marketing and Communications Department, will provide interested parties with Blog privileges on Kwantlen's network.
2. Blogs that do not adhere to university policies will be immediately removed without notice.
3. All requests for blogs will be authorized by Deans/Directors/Managers prior to submitting a request to the Marketing and Communications Department.
4. Kwantlen Polytechnic University web design templates will be applied to all blogs residing on the Kwantlen network.
5. All Blogs will be maintained in a responsible manner and any inappropriate content or links (as per Kwantlen policies) are required to be removed immediately. Kwantlen Polytechnic University reserves the right to remove any inappropriate content at anytime without notice.
6. Blogs will not be used for self-promotion, to endorse products or to disperse information that is not relevant to Kwantlen.
7. Instructional content containing a required component of a Kwantlen course will be contained in a Kwantlen Learning Management System (Moodle) and will not be available within a public blog

## **Guidelines**

Kwantlen encourages the use of computing and network resources to enhance the working and learning environment of its members. You must agree to the following guidelines in order to register and use this forum; weblog administrators reserve the right to revoke accounts and remove materials that do not conform to these guidelines.

1. Students may be given access to host Blogs on Kwantlen's network if the blog is affiliated with a Kwantlen program or course, and a Kwantlen employee agrees to "sponsor" the student and accept responsibility for the content published by the student.
2. Users must commit to posting a blog a minimum of once per week. The preferred posting schedule is daily to keep the blog updated and interesting.
3. Content

Each blog will contain the following information:

- a. Author's Name
- b. Program / Area of study, instruction or employment area (i.e.: Bachelor of Business Administration in Accounting, Library, etc.)
- c. Topic of Blog
- d. Date of creation
- e. The Following Disclaimer:

*Kwantlen recognizes that free speech through dynamic web content from weblogs, constitutes a growing part of the culture at Kwantlen. While the University does not necessarily endorse any of these authors or their postings individually, it does support the initiative of blogs and provides this platform for this purpose.*

3. Make it clear to your readers that the views you express are yours alone and do not necessarily reflect the views of Kwantlen Polytechnic University. The following notice will be placed on your blog homepage: *"The views expressed on this website/blog are mine alone and do not reflect the views of Kwantlen Polytechnic University."*
  4. Avoid disclosing any information that is personal about yourself or confidential or proprietary to Kwantlen Polytechnic University or to any third party that has disclosed information to you.
  5. Show proper respect for the copyrights and fair use of copyrighted material (text, pictures, video, etc.) owned by others, including Kwantlen's own copyrights and brands.
  6. If you cite other people's work, please link back to the original author's article/post where applicable.
  7. Be respectful to the institution, our employees, our customers, our partners and affiliates, and others.
  8. Consult your Dean / Director if you have questions about the appropriateness of the information / concepts that you are publishing.
  9. If a member of the media contacts you about a Kwantlen related blog posting or requests Kwantlen information of any kind, contact Joanne Saunders, Director of Marketing and Communications at 604-599-2243 or [joanne.saunders@kpu.ca](mailto:joanne.saunders@kpu.ca).
  10. Treat people as you would like to be treated.
    - a. Respect and courtesy are important.
    - b. Do not be rude or bigoted.
    - c. Discuss the message, not the messenger.
    - d. Do not post personal attacks or engage in name-calling against other members of this forum.
- It cannot be any clearer: disrespect will not be tolerated.
11. Do not post entire articles. Instead, post short excerpts (not exceeding 2 paragraphs and with quotation marks and attribution to the author with links to the larger article).

12. Respect these policies and guidelines. The Kwantlen Web Team reserves the right to ban bloggers without notice, and/or to delete any post without notice if the policies and guidelines are not adhered to. Please be aware that administrators are not expected to be online all the time, and therefore they cannot respond immediately to every problem that arises on this site.
13. Do not plagiarize.
14. Do not post copyrighted material, including photos and photos downloaded from the web. Only post your own photos. All Kwantlen student and employee photos must have a photo waiver signed and submitted to the Marketing and Communications Department.
15. Do not post messages or jokes that could be construed as advocating harm or death to the students, employees or anyone else, or messages that could be construed as advocating violent overthrow of the Government of Canada or any other government.
16. Do not post personal information about any other person, even if that information is publicly available.
17. Do not post sexually explicit images or messages.
18. Do not post graphic images of violence. If you have a legitimate political purpose for posting graphic images, please provide a clear warning in the subject line of your post.

Changes to Kwantlen's Policies and Guidelines for Weblogs will be posted periodically and Kwantlen's Web Team reserves the right to do so at their discretion. Kwantlen will post an announcement under Site Updates on Kwantlen's Weblog log-in page to inform its members of any change in the Policies and Guidelines for Weblogs at Kwantlen Polytechnic University. A user's continued use of the site beyond notice being posted of the changes constitutes their acceptance of the new Policies and Guidelines.

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#### **RELATED POLICIES:**

*IM1 Copyright Compliance Policy*

*IM3 Information and Educational Technology Usage Policy*