

Category: Communication	Date Approved:
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Policy Title: Social Media Communications	

Purpose

As a business organization, we strive to harness the benefits of Social Media to enhance our service to our members, the Port Credit business community.

This Policy governs the use of Social Media by all employees and volunteers of the PCBIA workplace. It provides guidance about what is/not appropriate.

This Policy should be broadly understood to include social networking and other sites and services that permit users to share information with others contemporaneously. Blogs, microblogs, wikis, message boards, chatrooms, electronic newsletters, online forums, twitter, Facebook, instagram, WhatApp, etc. are some current examples referenced herein.

The overarching approach is that of respect, courtesy, safety, and law.

General Guidelines

- Employees should not use the name of, or claim to be representing the BIA without specific permission to do so. Check with the Executive Committee/Chair if need be.
- Employees are expected to separate your personal life, and your workplace/professional life; therefore, PCBIA workplace business should be conducted separately from your own business.
- Employees should be aware of the effect their actions/posting may have on their image, and on that of the PCBIA. Information that you post or publish will be public information for a long time. The PCBIA may observe content and information made available by employees through social media.
- Employees should always use common sense, best judgment and caution in all contents that you post. If in doubt, rule on the side of caution in favour of not posting. Consideration of the appropriateness of pictures, text and other content is necessary before posting to ensure that it will not be harmful to the PCBIA, its employees, members, stakeholders, associates or to the general public. Though not exhaustive,

some examples of strictly prohibited social media conduct include posting commentary, content, images or references that are defamatory, pornographic, proprietary, harassing, unlawful, or libelous, or that can create a hostile work environment. Specific permission must be obtained before you refer to or post images of current or former employees, members, vendors or suppliers, or opinions critical of PCBIA's events. Employees should get appropriate permission to use a third party's copyrights or copyrighted material, trademarks, service marks or other intellectual property. It is wiser to link references to the source than to excerpt others' material.

- Employees are not to publish, post, or release any information that is confidential or proprietary or not public. Some specific examples are unpublished information of an event, details of current projects, items/matters identified as confidential in meetings or correspondence, items identified in the Code of Conduct, personnel Policies, business office matters, etc. If there are questions about what is considered confidential, employees should check with the Executive Committee/Chair if need be.
- Social Media use and various types of online content sometimes generate press and media attention or legal questions. Employees should refer these inquiries to the Executive Committee/Chair to be spokesperson.
- Should employees find/encounter a situation while using social media that threatens to become or does become antagonistic, the employee should disengage from the situation in a polite manner and notify the Executive Committee/Chair immediately for advice. If a post placed on any of our sites is critical of the pCBIA, or is considered inappropriate by an employee, bring it to the attention of the Executive Committee/Chair as soon as possible.
- Employees may not publish content which involves work subjects while off duty without special care, as well as a clear disclaimer, e.g. "the postings on this site are my own and may not represent the PCBIA's positions, strategies, or opinions."

Miscellaneous

Social Media use should not interfere with an employee's responsibilities in the PCBIA's workplace. The BIA's computer systems and tools, use of social media for approved business purposes is allowed, but must be consistent with our Social Media Strategy and guidelines. Personal use of social media networks or personal blogging/use of online content is discouraged in the workplace, and could lead to disciplinary action. Prohibited uses or violations of the Code of Conduct or Personnel Policies may subject an employee to disciplinary action or termination.