

SOCIAL MEDIA POLICY

POLICY

This policy provides guidance for members of the Society in their use of social media, which should be broadly understood for purposes of this policy to include blogs, wikis, micro-blogs, message boards, chat rooms, electronic newsletters, online forums, social networking sites, and other sites and services that permit users to share information with others through any electronic means.

PROCEDURES

The following principles apply to the use of social media on behalf of the Society as well as personal use when referencing or alluding to the Society.

1. Members need to know and adhere to the Society's Constitution, handbooks, Privacy Policy, and all other policies set forth.
2. Members should be aware of the effect their actions may have on their images, as well as the Society's image. The information that members post will likely be public information for a long time.
3. Members should be aware that the Society may observe content and information made available by members through social media. Members should use their best judgement in posting material that is neither inappropriate nor harmful to the Society, its members, or patrons.
4. Although not an exhaustive list, some specific examples of prohibited social media conduct include posting commentary, content, or images that are defamatory, pornographic, proprietary, harassing, libellous, or that can create a hostile work environment.
5. Members are not to publish, post or release any information that is considered confidential or not public. If there are questions about what is considered confidential, members should check with a member of the management committee.
6. Social media networks, blogs and other types of online content sometimes generate press and media attention or legal questions. Members should refer these inquiries to a member of the committee authorised to respond to such inquiries.
7. If members encounter a situation while using social media that threatens to become antagonistic, they should disengage from the dialogue in a polite manner and seek the advice of a committee member or a person in a supervisory position at the time.
8. Members should get appropriate permission before referring to, or posting images of, current or former members, workers, or patrons. The committee gains permission in the membership application process to publish images of members online when directly related to work for the Society. Members hold the right to request these images be removed. Additionally, members should get appropriate permission to use a third party's copyrights, copyrighted material, trademarks, service marks or other intellectual property.
9. Social media use should not interfere with a member's responsibilities within the Society. The Society's computer system is to be used for business

purposes only. When using the Society's computer system, use of social media for business purposes is allowed, but personal use of social media is discouraged and could result in disciplinary action.

10. Subject to applicable law, any online activity that violates the Society's Constitution or any other policy may subject the member to disciplinary action or the termination of their membership and involvement with the Society.
11. It is highly recommended that members keep Society related social media accounts separate from personal accounts.