

## 1.18 Social Media Policy

BACI recognizes the importance of online communications in sharing information, raising the Association's profile, and engaging others in thinking about our mission, our vision and our values of inclusion, collaboration and belonging. We also recognize the importance of our employees and volunteers using social media tools to expand and develop relationships within our organization and in the broader community, and to share perspectives on the role we all can play in supporting people with disabilities to have a good life. This ultimately strengthens our service delivery, community development and advocacy work to advance the quality of life of the people and families we serve.

### **Definition:**

Social media refers to web-based media technologies and practices used to communicate, share and network in an online environment. Social media can take many different forms and includes social networking sites (e.g. Facebook, LinkedIn); blogs; microblogs (e.g. Twitter); online discussion groups; instant messaging; text messaging; multimedia sharing for videos (e.g. YouTube), pictures (e.g. Instagram, Snapchat), audio and presentations; collaborative media such as Wikipedia; sites for sharing social news, opinions and reviews; social bookmarking sites; event monitoring; game sharing; and many others. This medium thrives on authentic, personal and timely communications, resulting in engaging others and building communities of interest.

### **Scope:**

The objectives of this policy are to:

- Encourage the safe, creative and effective use of social media by BACI employees and volunteers;
- Provide a framework for the policies and guidelines that oversee social media use;
- Include social media in engaging the community in BACI's vision, mission and values.

This policy applies to all social media use by employees and volunteers.

### **Guiding Principles:**

BACI is committed to supporting honest, respectful, transparent, and knowledgeable dialogue on the Internet through social media. All employees and volunteers who participate in social media – whether on business or personal

time – on behalf of BACI or who reference BACI in any manner, are expected to adhere to the following Guiding Principles and all other BACI policies.

While using social media, all employees and volunteers are bound to uphold the Association's Code of Ethics. The Code sets out how we conduct ourselves as professionals with respect to our colleagues, persons served, and within the community. Protection of personal information (including images) and privacy is to be respected at all times.

When engaging in social media, be kind, have fun, and connect!

Anything published using social media can reflect on you personally, or on the Association. Everyone is responsible for exercising good judgment when publishing.

If an adult program participant finds a staff member's personal social networking profile and requests to be linked as a friend, the employee may accept or deny the request at the employee's discretion.

If a minor program participant (any program participant under the age of 19) finds a staff member's personal social networking profile and requests to be linked as a friend, the employee must respectfully deny the request. Employees must contact their supervisor if a minor program participant attempts to contact them through the Internet.

Employees and volunteers will consult with the Communications Department or Executive Director when creating or initiating new internal blogs, discussion forums or other social media to promote BACI's initiatives on behalf of the Association.

Collaboration is welcome and encouraged.

Blogs, discussion forums or other social media created by BACI will be moderated and maintained with current and relevant information by the staff person who set it up or who subsequently becomes responsible for it. This includes monitoring the site for inappropriate language, images, depictions, and misuse. If the site is found to contain any incorrect or inappropriate information, it is the staff person's responsibility to correct the error or have the site taken down immediately.

Ensure your online activities do not interfere with your job or commitments to persons served. Check with your supervisor if you are not sure about the appropriateness of publishing during work hours.

It is understood that BACI's computers and Internet access should only be used for BACI-related purposes and that all information contained or sent via our email platform is BACI property. Employees have no expectation of privacy when using company computing equipment or network Internet access.

Employees and Volunteers are expected to comply with the corresponding *Social Media Guidelines for Employees and Volunteers*.

**Linking Policies:**

- 1.8 Code of Ethics
  - 4.5 Bullying & Harassment Policy
  - 8.1 Privacy Protection for Individuals
  - 8.2 Privacy Policy – Plain Language
  - 8.3 Privacy Protection for Employees
  - 8.5 Internet Usage
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