

1.18 Social Media Policy

BACI recognizes the importance of online communications in sharing information, raising the organization'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, business contractors, volunteers, and practicum students 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, families and networks we serve.

Definition

BACI defines social media as internet-based platforms and websites where users create communities and share content like text, photos, videos and ideas.

BACI is officially using the following platforms: social networking sites (Facebook, Instagram, LinkedIn), and video platforms (YouTube, Vimeo).

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, business contractors, volunteers and practicum students, including after their formal association with BACI ends;
- 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, business contractors, volunteers and practicum students.

Guiding Principles

BACI is committed to supporting honest, respectful, transparent, and knowledgeable dialogue on the Internet through social media. All employees,

business contractors, volunteers and practicum students who participate in social media on behalf of BACI or who reference BACI in any manner – whether on business or personal time – are expected to adhere to the following Guiding Principles and all other applicable BACI policies.

While using social media, all employees, business contractors, volunteers and practicum students 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. Anything published using social media can reflect on you personally, or on the Association. Everyone is responsible for exercising good judgment when publishing.

When engaging in social media, be kind, have fun, and connect! Collaboration is welcome and encouraged.

Employees, business contractors, volunteers and practicum students will consult with the Communications Department or Privacy Officer when creating or initiating new internal blogs, discussion forums or other social media to promote BACI’s initiatives on behalf of the Association.

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.

Accessibility and Inclusion

BACI makes all efforts within the scope of the platform to make sure our social media accounts are as accessible and inclusive as possible (e.g. including image descriptions, adding captions to videos, using plain language). BACI employees, business contractors, volunteers, students, families and network members are encouraged to make all reasonable attempts at making their posts accessible as well.

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.

BACI's official platforms will be moderated by BACI's Senior Manager of Communications. Moderators' decisions are informed by BACI's Code of Ethics and other policies listed in the Linking Policies at the end of this document.

AI and Social Media

As stated in BACI's Artificial Intelligence (AI) Use Policy, any AI-generated content (writing, pictures, videos, datasets, graphs, etc.) must be thoroughly reviewed by a person with expertise to evaluate such content for accuracy and bias, as well as general proofing and editing, before it is shared. AI-generated content should be viewed as a starting point, not the finished product. The use of AI-generated content must be transparent, lawful, and respectful of individuals' rights. This includes disclosing when AI has been used to generate materials.

Social Media and Work

When working, volunteering or doing a student practicum at BACI, individuals must ensure their online activities do not interfere with their job or commitments to persons served. People should check with a supervisor if they 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.

Policy Enforcement and Consequences

At BACI, we take privacy seriously. Photos, images, statements, or personal information about anyone connected to BACI must not be posted without the consent of BACI and the applicable person. Protection of personal information (including images) and privacy is to be respected at all times – even after the period of employment or volunteering ends. No personal information or images of people that are gathered or accessed during an employee's, business contractor's, volunteer's or practicum student's work at BACI can be later shared without permission of BACI's Communications Department or Privacy Officer.

Any breach of this policy will result in action being taken — from asking for the post to be taken down, to taking legal measures like a cease-and-desist notice,

if needed. A breach of the policy may result in a formal investigation and/or follow up with appropriate persons and departments, including the Senior Manager of Communications, the Privacy Officer and Human Resources. Any violations can be reported to info@gobaci.com.

Employees, business contractors, volunteers and practicum students are expected to comply with the corresponding *Social Media Guidelines for Employees, Contractors, Volunteers and Students*.

Linking Policies

- 1.8 Code of Ethics
- 1.11 Risk Management Policy
- 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 & IT Device Usage
- 8.9. Artificial Intelligence (AI) Use Policy
- 9.1. Rights & Responsibilities of People with Disabilities