

## **1.18a Social Media Guidelines for Employees, Contractors, Volunteers and Students**

BACI encourages using social media tools to explore how BACI employees, business contractors, volunteers and practicum students can expand and develop community connections, including after their formal association with BACI ends. The following guidelines reflect current best practices for safe and collaborative online engagement.

Please refer to BACI's Social Media Policy for more information, or contact the Communications Department if you wish to learn more about social media or how to support persons served in this area.

### **Guidelines for safe, creative and effective online engagement**

1. Add value to the conversation. Make contributions that help you or others solve a problem; improve knowledge or skills or build a sense of community. Write about what you know from your own perspective and include links to relevant resources.
2. Develop community. Understand the concept of community, and that it exists so that you can support others, and they in turn can support you. Connect and share information with others in your communities of interest, in a way that is as inclusive as possible for everyone involved.
3. Respect privacy, copyright laws and fair use. Always give people proper credit for their work and make sure you have the right to use something (text or images) with attribution before you publish.
4. Show respect for audiences and colleagues by ensuring that content is family friendly, protects the privacy of others and respects different opinions. The same guidelines and etiquette that you use at work apply in the social space.
5. Be transparent about using AI-generated content. As mentioned in the linking policy, it must be lawful and respectful of people's rights.
6. Be transparent about who you are and who you represent. Any communication through social media can become public, and the identity of an anonymous contributor identified.
7. BACI welcomes ambassadors! BACI is best represented by its people. Use your professional profile to help develop connections for BACI. Share BACI-approved content on your professional profile that is posted directly from BACI social media: online stories, community event listings, and news about our initiatives or current job opportunities.
8. Comply with all linking BACI policies and procedures, including Consents procedures.

9. When you are working, volunteering or doing a student practicum, make sure your online activities don't interfere with your job or commitments to the people we serve. If you are not sure about the appropriateness of publishing during working hours, please check with your supervisor.

10. Remember that BACI's computers and internet access should only be used for BACI-related purposes. Employees have no expectation of privacy when using BACI's devices and internet.

11. Respect the protection of personal information (including images) and privacy at all times – even after your time with BACI ends. No personal information (or images) of people 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.

12. As stated in the Social Media Policy, 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. 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](mailto:info@gobaci.com).

### **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

### **Statement of Compliance**

I have read BACI's Social Media Guidelines. I fully understand them and agree to abide by them.

\_\_\_\_\_  
(Employee, business contractor, -volunteer, or practicum student name)

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(Employee, business contractor, -volunteer, or practicum signature)

(Date) \_\_\_\_\_