

SOCIAL MEDIA USAGE POLICY

Preamble

The Institute encourages the use of all means of communication to mobilize and educate members, and the public on Institute issues and other broader labour movement issues.

1. Effective Date

This policy comes into force on August 14, 2015.

2. Purpose

The purpose of this policy is to provide a framework for the development and use of social media at the Institute.

3. Acceptable Use

Social media is generally used for the purposes of sharing and seeking information and points of view. It can also be used as a means of providing recognition or support to individuals, organizations and causes. The Institute expects all members to engage respectfully in social media exchanges and conduct themselves in accordance with the Institute's Guidelines on Use of Social Media.

Misuse of social media platforms can, in certain circumstances, constitute a criminal offence, give rise to legal action against members or the Institute, lead to workplace investigations or discipline, or constitute misconduct as defined in the Institute's By-Laws.

4. Responsibility for Accounts

The Institute is responsible for the creation and maintenance of Institute accounts intended to advance the interests of the Institute on various social media platforms. For the purpose of this policy, the term "account" also refers to pages and sites.

Constituent bodies may also create and maintain their own accounts on various platforms, as determined by each constituent body's executive. In such cases, the constituent body's executive shall be accountable for the content and monitoring of these accounts and shall identify the moderators. Details relating to each account and its moderators shall be provided to the Institute and regularly updated by sending an email to socialmedia@pipsc.ca.

The creation of any other account that may reasonably be perceived as being operated by or on behalf of the Institute is prohibited unless otherwise explicitly authorized by the Institute.

The Institute reserves the right to monitor postings made, and request alteration or removal of content posted in relation to its accounts if needed. The Institute may direct a constituent body's executive to alter or remove content posted in relation to

their accounts. Content that is not in keeping with the *Guidelines* will not be tolerated.

5. Guidelines

Members are free to use social media to exercise their freedom of expression. In doing so, however, they must always be mindful of their obligations to respect others and of their duty of loyalty to their employer. These guidelines are intended to assist members in their social media activities.

1. Posted content must not violate any laws or encourage or suggest illegal activities;
2. Comply with the terms of use established by the various social media platforms you are using;
3. Do not post materials that may be considered racist, hateful, sexist, homophobic, defamatory, abusive or threatening, humiliating or belittling;
4. Be honest and open, but be mindful of the impact your contribution might make to people's perceptions of the Institute;
5. Never disclose sensitive, private or confidential information on social media;
6. Make every effort to ensure the information you are posting is accurate;
7. Do not post, upload, forward or post a link to chain mail, junk mail or facilitate "spamming";
8. Make use of social media on your own time and with your own resources, not the employer's;
9. Do not post aggressive, vulgar, violent, obscene or pornographic content;
10. Ensure you have the Institute's permission before using its proprietary information (logos, slogans, graphic designs, etc.);
11. Except as authorized by the Institute, do not use social media for the purposes of advertising or solicitation for financial benefits.