



## Social Media Policy

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### Purpose:

Social media refers to on-line technologies and practices that are used to share information and opinion, host conversation and build relationships. It can involve a variety of formats, including text, pictures, video, audio and real-time dialogue of a few, or thousands of participants. Examples of social media include, but are not limited to; discussion forums, blogs, Twitter, and social networks such as Facebook, Instagram, wikis, Snapchat and podcasts.

### **Responsible engagement in innovation and dialogue**

Online collaboration platforms are fundamentally changing the way CCS volunteers and employees work and engage with each other, clients and partners.

CCS is increasingly exploring how online discourse through social media can empower CCS as global professionals, innovators and citizens. These individual interactions represent a new model: not mass communications, but masses of communicators. Through these interactions, CCS' greatest asset--the expertise of its employees--can be shared with clients, shareholders, and the communities in which it operates.

Therefore, it is very much in CCS' interest—and, we believe, in each volunteer and employee's own interest—to be aware of and participate in this sphere of information, interaction and idea exchange:

**To learn:** As an innovation-based company, we believe in the importance of open exchange—between CCS and its clients, and among the many constituents of the emerging business and societal ecosystem--for learning. Social media is an important arena for organizational and individual development.

**To contribute:** CCS—as a business, as an innovator and as a corporate citizen—makes important contributions to the world, to the future of business and technology, and to public dialogue on a broad range of societal issues. Because our business activities provide transformational insight and high-value innovation for business, government, education, healthcare and nongovernmental organizations, it is important for CCS and its volunteers and employees to share with the world the exciting things we're learning and doing in this rapidly growing environment of relationship, learning and collaboration.

This policy statement and the guidelines that follow are designed to assist volunteers and employees in making appropriate, trouble free use of social media both at home and at work.

### Policy:

When using social media tools, the following is prohibited:

- Posting photographs or personal information about people supported by the agency or their families, or employees without consent
- Harassment, threats, intimidation, ethnic slurs, personal insults, obscenity, racial or religious intolerance and any other form of behavior prohibited in the workplace
- Participating in any commentary or activity that could be considered libelous, discriminatory or damaging to the reputation of Caledon Community Services

In addition, volunteers and employees must use sound judgment when online and conduct themselves in a manner at all times that will not embarrass or discredit Community Caledon Community services.

Caledon Community Services may request that a volunteer or employee withdraws certain posts from social media accounts or sites, regardless of whether the post appears on a personal or organization-related social media account or site if the comment is considered a breach of the Social Media Policy and Procedure.

Failure to abide by the provisions of this policy and the guidelines that follow related to the use of social media may lead to disciplinary action, up to and including the termination.

### Procedures:

#### **Representing CCS on Social Media**

1. Only those officially designated can use social media to speak on behalf of our company in an official capacity through our corporate accounts
2. Caledon Community Services (CCS) trusts and expects employees to exercise sound judgement whenever they represent CCS on social media, which includes not violating the trust of those with whom they are engaging.
3. When relevant Identify yourself —name and role at CCS—Make it clear in what capacity you are representing CCS
4. Obtain approval before citing or referencing clients, partners or suppliers. When you do make a reference, link back to the source.
5. Respect copyright, fair use and financial disclosure laws.
6. Don't publish anything that might allow inferences to be drawn, which could embarrass or damage a client or the organization.

## **Personal Use of Social Media**

All volunteers and employees can, use social media in all the same ways as any citizen outside of work hours.

It is important to recognize, however, that what an employee publishes on the Internet may reflect on his/her employer. Therefore employees must use sound judgment at all times.

Volunteers and employees who use social media for personal purposes should:

- Be aware of your association with CCS in online social networks. If you identify yourself as a volunteer or employee, ensure your profile and related content is consistent with how you wish to present yourself with colleagues and clients.
- Recognize that whether officially authorized to speak on behalf of CCS or not, volunteers and employees may be seen by people outside CCS as representatives of our brand. Volunteers and employees are encouraged to always represent CCS with integrity when operating in a visible public forum.

**Managers and executives take note:** This standard disclaimer does not by itself exempt CCS managers and executives from a special responsibility when participating in online environments. By virtue of their position, they must consider whether personal thoughts they publish may be misunderstood as expressing CCS positions.

- Try to add value. Provide worthwhile information and perspective. CCS' brand is best represented by its people and what you publish will reflect on CCS's brand.
- Make it clear that you are speaking for yourself and not on behalf of CCS when you discuss any CCS-related matters, such as CCS events, stores, or services.
- Not comment when you see controversial comments or misrepresentations made about CCS by other social media users. Instead immediately bring this to the attention of CCS' Communications department.
- Not use CCS logos or trademarks unless approved to do so.
- Recognize that anything posted on the internet is permanent. Even if an employee attempts to delete the post, photo, comment, etc., it is likely that it has been stored in any number of other places. Content posted to the internet should be thought of as permanent and public at the time it is being posted;

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