

CFUW OWEN SOUND AND AREA SOCIAL MEDIA POLICY

Purpose

This social media policy governs the publication of, and commentary on, social media by members of CFUW Owen Sound and Area. For the purposes of this policy, social media means any facility for online publication and commentary, including without limitation blogs, wiki's, social networking sites such as Facebook, LinkedIn, Twitter, Flickr, YouTube, and the CFUW website. This policy is in addition to and complements any existing policies regarding the use of technology, computers, e-mail, and the internet.

This policy also seeks to ensure that users of CFUW's social media platforms conduct themselves in a manner that supports CFUW policies, programs, services, and activities; maintain the appearance and substance of the club's good public reputation; and comply with the appropriate laws and regulations.

Goals

The goals for CFUW Owen Sound and Area social media use are to:

- expand and strengthen the profile of CFUW;
- sustain and grow club membership;
- better communicate with existing members and target audiences;
- strengthen relationships with members; and
- expand and strengthen CFUW advocacy work.

The Context

Social media is one strategy that offers a way of keeping CFUW members safe, protected, and engaged through the social distancing required during a pandemic.

The use of the website and Facebook will keep the club thriving by sharing information online, maintaining active interest groups and social connections online, reviving CFUW's advocacy role, and attracting new members to help the club grow.

Social media integrates technology, social interaction, and content creation. CFUW Owen Sound and Area has chosen the CFUW website and a public Facebook page as social media networking channels. Social media also include the use of a private Facebook group, accessible only by CFUW Owen Sound and Area members, with strict privacy protocols.

General Guidelines

Guidelines for initiating or participating in any social media initiative include the following:

1. Approval will be sought from the Executive Committee before setting up any social media initiative.
2. The public Facebook page and private Facebook group page will be managed by members of the Social Media Committee. They will post information, screen members, ensure privacy, and provide updates. Social media content will be moderated to ensure that no spam, profanity, defamatory, inappropriate or libelous language will be posted.

3. All content on any social media will adhere to CFUW policies.
4. Social media content is subject to access to privacy requirements and copyright rules.
5. Users will be expected to make every effort to ensure that contributions are factual and accurate.

Policy Expectations

When CFUW members are posting on behalf of CFUW, such as on the website or Facebook page, or other branded public channels, it is particularly important to avoid posting anything that could damage the reputation of the organization or risk legal action.

1. **Confidentiality:** When speaking about club activities and having a dialogue with the community, members must avoid publishing confidential information. Confidential information includes things such as members' personal information, including their home and email addresses, CFUW or personal financial information, and any information shared in confidence.
2. **Personal Privacy:** Privacy settings on social media platforms should be set to allow anyone to see profile information similar to what would be visible on the CFUW website. Other privacy settings that might allow others to post information or see information that is personal should be set to limit access.
3. **Transparency:** Members will use their own real names, be clear who they are, and identify themselves as a member of CFUW, where appropriate. Members will avoid saying anything that is dishonest, untrue, or misleading. If a member has a vested interest in something being discussed, she will point it out. At the same time, members must also be smart about protecting themselves and their own privacy, and be cautious about sharing personal details.
4. **Copyright Laws:** Members must respect the laws governing copyright and fair use or fair dealing of copyrighted material owned by others, including CFUW's own brand materials. Always attribute any quotation to the original author or source, and never quote more than short excerpts of someone else's work. It is good general practice to link to others' work rather than to reproduce it.
5. **Respect:** All messages will respect the CFUW organization, the audience, and fellow members—all of whom reflect a diverse set of customs, values, and points of view. This includes not only the most inappropriate postings (no ethnic slurs, offensive comments, defamatory comments, personal insults, obscenity, etc.) but also proper consideration of

privacy and of topics that may be considered objectionable or inflammatory, such as politics and religion. If in doubt about a particular topic, confer with executive members before posting or commenting.

6. Acknowledgement: If an error is made, the member should correct it quickly. If an earlier post is modified, the member will make it clear that the change has been made. If accused of posting something improper (such as copyrighted material or a defamatory comment about an individual or group), deal with it quickly, to lessen the possibility of legal action. Speed of communication is a positive feature of social media, but it is also a great downfall. The time to edit or reflect must be self-imposed. It is essential to take time to consider a post before publishing, and to consult another CFUW member if in doubt about the content of the post.