

Social Media Code of Conduct

This policy governs the publication of, and commentary on, social media by employees and volunteers of Salt Spring and Southern Gulf Islands Community Services Society.

For the purposes of this policy, social media refers to any means for online publication and commentary including blogs, wikis, and social networking sites such as Facebook, Instagram, LinkedIn, Twitter, Flickr, YouTube and others.

This policy is in addition to any existing or future policies regarding confidentiality, ethics and the use of technology, computers, e-mail and the Internet, including:

- Code of Ethics
- Employee Confidentiality Agreement
- Board Members' Code of Conduct
- Personnel Policy – Computer, Electronic Mail and Internet Use
- Management and Administration Policy – Technology & Computer Use

Social Media and Island Community Services

Social media is a powerful communication tool. It can assist in providing current information to the public. It can assist in connecting people with our organization, and connecting people with a common interest in a specific service or program.

Social media by nature includes personal information for users, and there is a careful balance between personal and professional information and the transparency required for effective communication. At Island Community Services the personal information of employees, volunteers, program participants and community members must be carefully protected.

Staff will only use social media for communicating information that is otherwise public, and for providing connections between other willing participants in relation to specific services and programs. Any posting on matters unrelated to the organization should not occur in any forum while representing, or identifying an affiliation with, Island Community Services.

The Internet Is a Public Space

Everything posted to the internet should be considered public and the same as anything posted to a public bulletin board or published in a newspaper. Your words or images may be viewed by program participants, your supervisor and colleagues, program funders, and everyone connected with them. It is good practice to assume that all or any of those people will be reading every social media post as you consider what to communicate.

Search engines and other technologies make it impossible to take something back. Regardless of the privacy settings all social media posts can be printed and copied by individuals who have access to the information. **Every post must be considered to be completely public and permanent.**

Respect Confidentiality

Confidentiality pertains to any information regarding the identity or any information of program participants (clients, consumers, service users, tenants), colleagues, managers and other work affiliates. All identification, or describing anyone in a way that makes them identifiable, must be avoided.

Confidentiality also pertains to organizational business such as non-public details about current or future projects, financial information, employee-employer matters, and other sensitive organizational information. All postings must be restricted to information that is of public record.

Mind Your Manners

Employees and volunteers must not make social media postings in the course of their work that are disrespectful, or could be construed as such. This includes the obvious (ethnic slurs, offensive comments, defamatory comments, personal insults, obscenity, etc.) but includes consideration for privacy and of for topics that may be sensitive or volatile, such as politics and religion. Arguments or inflammatory debates must be avoided.

Representing Island Community Services

No employees or volunteer may post or comment on social media in a way that suggests they are doing so in connection with Island Community Services without the approval of their supervisor. At times specific employees or volunteers may be designated to post on social media on behalf of the organization, and are required to follow social media and other communication-related policies.

If you become aware of a potential issue on social media impacting your work, the work of colleagues, or the organization in general, and believe an official response may be warranted, it should be reported to your supervisor or another manager.

Social media identities, logon ID's and user names should not use the 'Island Community Services' name without the approval of their supervisor.

Protect Your Own Privacy

Privacy settings on social media platforms should be set to restrict anyone to only profile information available by other means, such as the Island Community Services website. Privacy settings that might allow others to post or see personal information or see information should be set to limit that access.

Respect Copyright Laws

It is important that you show proper respect for the laws governing copyright and fair use of copyrighted material of others. You should never quote more than short excerpts of someone else's work, and always attribute such work to the original author/source. It is good general practice to link to others' work rather than reproduce it.