

CFUW Ontario Council Social Media Policy

Revision History

Version	Date	Author	Change Description
1.0	March 22, 2021	Ingrid Sproxton	Original version
2.0	April 25, 2021	Ingrid Sproxton	Content – added posts/events of collaborating organizations
3.0	August 1, 2021	Ingrid Sproxton	Content – added sharing posts for 3 rd -party organizations; approved at Board meeting held on August 5, 2021

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INTRODUCTION

Social Media integrates technology, social interaction, and content creation to collaboratively connect online information. Through social media, people or groups can create, organize, edit, comment on, combine, and share content. Social media tools put everyone on an equal basis and allow user interaction.

PURPOSE OF POLICY

The purpose of this policy is to ensure that CFUW Ontario Council (OC) users of social media platforms:

- Conduct themselves in a manner that supports the purpose, policies, programs, services and activities of CFUW OC
- Maintain the appearance and substance of CFUW OC's good public reputation
- Comply with the appropriate laws and regulations
- Encourage appropriate use of Social Media by CFUW OC members

PROCEDURAL GUIDELINES

- Administrators of CFUW OC's social media accounts shall:
 - Follow the terms of service specific to each social media account
 - Respect laws for publishing that which is proprietary and copyrighted
 - Post only that which reflects the purposes, goals and policies of CFUW OC
- Only content suitable for community members of all ages, free from profanity, gossip, innuendo or potentially libellous comments, shall be posted.
- Communication shall be in a respectful manner following generally accepted online etiquette.
- No response shall be given to aggressive or provocative comments received from the public, especially those from dubious sources.
- The accuracy of all information shall be verified before posting it. Any errors shall be immediately corrected.
- Administrators of the website, newsletter and social media accounts shall be in regular contact with each other to share information and ensure consistency in the organization's message across all platforms.

- Website and Social Media Administrators should review annually the terms of service for the platform that they are using and comply with all terms.
- Link to, rather than quote, news and event sources.
- Avoid copyright infringement by diligently checking the terms of copyright.
- This Social Media policy is to be reviewed bi-annually.

Social Media Platforms

While there are many social media platforms, we will focus on three:

- Facebook
- Twitter
- Instagram

SOCIAL MEDIA GOALS

Increasing use of social media will help CFUW OC to:

- deliver our message/purpose/mandate to our partners, members, and the public
- find new audiences and potential members
- gather engagement on our various advocacy issues

Audience/Community

- Typical member – female, mature, educated, range of interests
- Potential members – female, various ages, range of interests
- CFUW clubs
- The public – any gender, any age, any background, motivated to stay informed of current issues affecting women and girls, and human rights.

Content

The types of content to be solicited from our community (audience) include:

- Feedback, comments and questions
- Photos
- Club stories
- Discussion

- Post/events of organizations with which we collaborate
- If requested Ontario Council can, at its discretion, share a 3rd-party organization's social media posts, provided the 3rd-party organization is aligned with Ontario Council aims and goals. The posts will be shared only through the same social media channel, i.e. a Facebook post will be shared through the Ontario Council Facebook page, a tweet will be retweeted through Ontario Council's Twitter account, and an Instagram post will be liked through the Ontario Council Instagram account.

Voice

- Informal, conversational, written to generate audience interaction (gain feedback, advice and opinions from readers).
- Tone to remain generally non-confrontational, promoting advocacy not activism.

GUIDELINES FOR INITIATING OR PARTICIPATING IN SOCIAL MEDIA

- Approval from the Board is to be obtained before setting up any social media accounts, campaigns or events.
- All Social Media accounts and passwords will be managed by an appointee of the OC board referred heretofore as the Administrator.
- Social media content will be moderated by members of the OC board to ensure no spam, and that profanity, defamatory, inappropriate or libelous language is removed.
- Social media content is subject to privacy requirements and copyright rules.
- All users must abide by the terms of use for third party social media platforms.
- Any content considered offensive, obscene, threatening, abusive, discriminatory or illegal will not be permitted for posting. Hate-speech will not be tolerated. Comments containing racism, homophobia, sexism, or any other form of hate-speech will be removed.
- Users will be expected to make every effort to ensure that contributions are factual and accurate.
- Stay on topic. Comments should be related to the topic discussed in the post.
- Don't impersonate someone else. Do not use a false e-mail address, impersonate any person or entity, or otherwise mislead as to the origin of your comments.
- Don't post spam or commercial content.
- Don't post from public devices or devices in public places.
- Be respectful. Stop & think before posting or commenting. Remember that content has a long life on the web. If in doubt don't post!

PRIVACY

Photos of members may be published, with no tagging and no last names. As well, photos should be GPS disabled. Sending photos to the Communications Chair is considered to grant permission for photos to be included on the CFUW OC website or social media platforms.

- CFUW OC assumes that clubs have complied and are only sharing photos of members who have agreed to previous.
- CFUW OC Privacy Policy shall be followed.

Shares and retweets:

- Events of organizations with which we collaborate
- Club meetings and events that are posted on their Facebook and Instagram pages
- News and items of interest that relate to our goals and activities

Follows:

- Facebook and Instagram pages of CFUW Clubs
- Pages of like-minded organizations, especially those with which we collaborate