

Introduction

Social Media offers direct access to our members, community partners and our allies. It allows us to positively promote ourselves in the community and to engage our members.

Policy

Local 5167 will participate in social media for the purpose of communicating information to our members and the general public for positive promotion of the Local.

The following types of social media accounts are approved for use by the Local 5167. Other types of accounts may be approved by the Executive Board or President as deemed necessary;

- CUPE 5167 Facebook Account
- CUPE 5167 Twitter Account
- CUPE 5167 President Twitter Account
- CUPE 5167 YouTube Account to support Website, Facebook and Twitter posts
- CUPE 5167 Instagram Account to support Website, Facebook and Twitter posts

Procedure

- The Executive Administrator will have primary responsibility to post to social media.
- The President will have primary responsibility to post to President Specific accounts.
- Where time permits, posts should be pre-approved by at least one other Executive Member.
- 5167 Committees will forward posts for approval and posting to the Executive Administrator and President for approval.

Guidelines

- Usernames and passwords will be kept on record by the President, Vice President and Executive Administrator. Passwords will not be changed without permission from the other two members.
- Confidential information of any nature will not be shared on posts to social media.
- 5167 posters are personally responsible for the items they post.
- Every poster must be aware of the effect a post may have on the Local.
- All posts associated with CUPE 5167 should positively reflect the Local.
- Posts will not cite or refer to Members without their approval.
- Information is posted with the understanding it is available to all, can be shared by anyone and is a permanent record even if it's deleted.

- Posts are to be of a respectful nature and must not contravene the CUPE Equality Statement.
- 5167 Posters will not engage in arguments within Social Media.
- Posts must be professional and respectful of the Union/ Employer relationship

Facebook Guidelines

- Posters to Facebook are expected to identify themselves by name; anyone post made by someone not using a properly named account may be subject to having their post deleted.
- Posts to Facebook may be deleted if the post is deemed as inappropriate;
- Inappropriate posts include: those of an illegal nature, vulgar, offensive, harassing, threatening, identifies confidential information, could put the poster at risk of termination, personal attacks, and derogatory statements or negatively comments referring to a 5167 member, employer or any associated person.
- Posts are to be of a respectful nature and must not contravene the CUPE Equality Statement. Any comments violating the Equity Statement will be deleted.

Disclaimers

General Disclaimer –

The CUPE 5167 social media sites are produced and maintained by the 5167 Executive and do not necessarily reflect the views and opinions of every member.

Facebook Disclaimer

- Posts to Facebook may be deleted by the Administrator where deemed as inappropriate;
- Inappropriate posts may include:
 - those of an illegal nature, vulgar, offensive, harassing, threatening, identifies confidential information, could put the poster at risk of termination, personal attacks, derogatory statements or negative comments referring to a 5167 member, employer or any associated person.