

CBWC SOCIAL MEDIA POLICY

Intent

Canadian Baptists of Western Canada strives to maintain a positive image in the community and has adopted this policy to ensure that our staff members are aware of their responsibility to maintain a positive image as a representative of our organization. Canadian Baptists of Western Canada employees and volunteers who maintain personal social media pages (for example, Facebook, LinkedIn, personal blog, Twitter, Instagram) are expected to comply with the guidelines set out within this policy.

Staff continue to act as representatives of this organization outside of regular business hours and should conduct themselves appropriately.

Definitions

Social media: “Forms of electronic communication through which users create online communities to share information, ideas, personal messages and other content” (Merriam-Webster Dictionary). These include but are not limited to Facebook, Twitter, LinkedIn, Snapchat, and Instagram.

General Guidelines

Company employees who maintain personal social media pages or accounts must comply with the following guidelines as they relate to their association with Canadian Baptists of Western Canada. Employees will be held accountable for what they write or post on social media or webpages. Inflammatory comments or unprofessional or disparaging remarks made about the organization, its employees, customers, vendors, or competitors may result in disciplinary action up to and including termination.

Employees should follow the guidelines below when making posts or comments on any social media site whether public or private.

Employees shall conduct themselves professionally both on and off duty. Where an employee publicly associates with the company, all materials associated with their page may reflect on the company. Please be advised that inappropriate comments, photographs, links, and so on should be avoided.

Posts involving the following will not be tolerated and will subject the individual to discipline:

- Proprietary and confidential company information;
- Discriminatory statements or comments of a harassing or bullying nature regarding co-workers, management, customers, or vendors; and
- Defamatory statements regarding the company, its employees, customers, competitors, or vendors.

Where an employee mentions the organization, they must include a disclaimer stating that any opinions expressed are the employee’s own and do not represent the organization’s positions, strategies, or opinions.

Employees who use these sites are prohibited from publishing any private organizational information or any negative comments regarding the organization therein.

Canadian Baptists of Western Canada employees are prohibited from speaking on behalf of the organization, releasing confidential information, releasing news, or communicating as a representative of the organization without prior authorization to act as a designated company representative.

Use of personal social media may not conflict with any existing policies of Canadian Baptists of Western Canada whatsoever. This includes the confidentiality agreement.

Social media can be used by employees in the workplace but should not be used to the level where it may harm productivity or efficiency. As Internet access at Canadian Baptists of Western Canada is monitored, please be advised that excessive use of social media for personal reasons is a misappropriation of company time and resources, and may be subject to disciplinary action.

Company policies governing the use of copyrighted materials, corporate logos, and other forms of branding and identity apply to electronic communications. Employees are prohibited from using Canadian Baptists of Western Canada protected materials (copyright material, branding, or logos) without prior express written permission.

Canadian Baptists of Western Canada strictly prohibits the use of company-owned computer resources for illegal downloading or uploading of copyrighted materials without express written permission and authorization from the copyright holder.

This policy is not intended to interfere with the private lives of our employees or impinge on their freedom of speech. This policy is designed to ensure that the image and branding of Canadian Baptists of Western Canada are maintained, as well as the health and safety of employees.

Employees should abide by these guidelines whether they mention the company by name or not. Even if the name is not mentioned in a post, it is possible a link can be made back to Canadian Baptists of Western Canada which can negatively affect the company's reputation. Where a link can be made between a negative or inflammatory post and the company, even if not named directly, the employee may be subject to disciplinary action.

Any employee who fails to follow the guidelines set out in this policy may be subject to disciplinary action up to and including termination of employment.

Customer Use

Employees should also be aware that many customers and persons present on company property frequently use mobile phones and other devices to take photographs or make recordings. Employees should always represent the company positively and professionally so negative images are not posted on social media sites of customers or visitors.

Employees who are photographed or recorded acting inappropriately or unprofessionally may be subject to disciplinary action up to and including termination or employment.