

# FolkActive CIC

## Social Media Use Policy

**Issued: January 2021**

**Last review: June 2023**

**Review Date: June 2025**



This policy provides guidance for representative's (anyone subcontracted or volunteering for FolkActive) use of social media, which should be broadly understood for purposes of this policy to include blogs, wikis, microblogs, message boards, chat rooms, electronic newsletters, online forums, social networking sites, and other sites and services that permit users to share information with others electronically.

The following principles apply to professional and personal use of social media in connection with FolkActive.

- Representatives need to know and adhere to the Code of Conduct, when using social media in reference to FolkActive
- Representatives should be aware of the effect their actions may have on their images, as well as FolkActive's image. The information that representatives post or publish may be public information for a long time.
- Representatives should use their best judgment in posting material that is neither inappropriate nor harmful to FolkActive, or stakeholders.
- Although not an exclusive list, some specific examples of prohibited social media conduct include posting commentary, content, or images that are defamatory, pornographic, proprietary, harassing, libellous, or that can create a hostile work environment.
- Representatives are not to publish, post or release any information that is considered confidential or not public. If there are questions about what is considered confidential, representatives should check with FolkActive Board members.
- Representatives will never post to any social media platform, or electronically share in any way, any images of children participating in FolkActive activities unless expressly instructed to by FolkActive board members. Even then, the representative must be satisfied that all safeguarding checks have been made.

Representatives should get appropriate permission before referring to or posting images of current or former representatives, vendors or suppliers. Additionally, representatives should get appropriate permission to use a third party's copyrights, copyrighted material, trademarks, service marks or other intellectual property.

- Social media networks, blogs and other types of online content sometimes generate press and media attention or legal questions. Representatives should refer these enquiries to FolkActive Board members.
- If representatives encounter a situation while using social media that threatens to become antagonistic, representatives should disengage from the dialogue in a polite manner and seek the advice of a supervisor.
- Social media use shouldn't interfere with representative's responsibilities at FolkActive.
- If representatives publish content that involves work or subjects associated with FolkActive, a disclaimer should be used, such as this: "The postings on this site are my own and may not represent FolkActive positions, strategies or opinions."