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**Saskatchewan Parks and Recreation Association**

**Social Media Policy**

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| **Policy: Social Media Policy** | **Effective Date: September 17, 2012** |
| **Prepared By: Communications, Information and Research Division** | **Adopted By: September 17, 2012** |

**1.0 Purpose and Objective:**

The purpose of this policy is to provide specific parameters for the development and use of social media for staff.

**2.0 Application of Policy**

This policy will apply to social media accounts created by the Communications, Information and Research (CIR) division for the official business purposes of the Saskatchewan Parks and Recreation Association (SPRA). It will therefore impact staff using various social media for communication in conjunction with representing SPRA. All officially recognized social media accounts will be publicly listed on the SPRA website.

**3.0 Exemptions**

This policy will only apply to social media accounts created for the express purpose of officially representing SPRA departments, programs, entities, etc. and will not apply to private social media accounts. SPRA staff acting in an individual capacity should exercise caution to communicate clearly they are not acting in a representative capacity, or expressing the views of SPRA.

**4.0 Definitions**

**Administrators**: A staff member of CIR submitting content to any social media account that is officially managed by SPRA. The purpose of the CIR Administrator is to create, manage and succeed in using social media outlets to further communicate SPRA initiatives.

**Social Media:** Social media uses Internet and web-based technologies to transform how people communicate with one another and receive news, information and entertainment.

**Social Media Accounts:** These are accounts or profiles created in social media outlets that include but are not limited to Facebook, Twitter, LinkedIn and YouTube.

**Social Media Best Practices:** These consist of widely recognized guidelines, ethical considerations, and conventions for creating successful social media campaigns and accounts.

**SPRA’s Best Interest:** To represent SPRA in a fair, accurate and legal manner while protecting the brand and reputation of the institution.

**5.0 Procedures and Responsibilities**

***5.1. Use of Social Media Sites for General Business, Marketing and Communications***

- SPRA will maintain social media accounts identified as “Official Social Media Accounts” or in a similar manner utilizing the brand identity of the organization. These accounts will be established, maintained and administered by the CIR Division.

- CIR Management will be responsible for administering this policy, with feedback and input from the Communications Consultant – Online.

- CIR Management will designate access to SPRA Staff to use SPRA Social Media Accounts, and will assign those individuals with the role of “Account Administrator.”

-The Communications Consultant – Online is granted the authority to establish social media accounts and agrees to administer content as outlined in this policy.

- The Communications Consultant – Online is responsible for managing, posting and monitoring the content of social media accounts.

- The Communications Consultant - Online will ensure the effective and efficient flow of information both to and from social media platforms and that two-way communication between SPRA, its members and the public is maintained in accordance with this policy.

- CIR Management, the Communications Consultant – Online, and CIR Administrators are responsible for the removal of content that may violate any conduct policies.

***5.2 Guidelines for CIR Administered Content:***

- SPRA staff will submit requests to post on social media, and provideallcontent or related information to the Communications Consultant – Online to post on Official Social Media Accounts.

- If the Communications Consultant – Online is not available to handle the request it will be forwarded to the next available CIR Administrator.

- The Communications Consultant - Online will review requests from SPRA staff and provide explanations if content will not be posted on SPRA Social Media Accounts.

- CIR Administrators will use good judgment about posting content on Official Social Media Accounts, respect privacy laws and will not include confidential information about SPRA, its staff, or its members. Social Media guidelines will follow SPRAs already established *Privacy Policy*.

- CIR Administrators will not post content to SPRA Social Media Accounts that is threatening, disrespectful, obscene or a violation of intellectual property rights or privacy laws. Any such comment or posts from staff or public will be promptly removed.

- Representation of personal opinions as being endorsed by SPRA or any of its organizations is strictly prohibited. SPRA’s name or logo will not be used to endorse any opinion, product, private business, cause, or political candidate unless otherwise permitted by management.

- Should a CIR Administrator of an account leave for any reason it is CIR Management’s responsibility to designate another CIR employee to be an Account Administrator and remove the former employee’s administrative permissions to the site. Whenever possible, the CIR department should appoint two individuals to act concurrently as Account Administrators for Official Social Media Accounts.

***5.3 Guidelines for Staff Comments/Replies:***

- SPRA will attempt to reply to comments made on Official Social Media Accounts within 24 hours of posting.

- If staff identify negative or disparaging posts about SPRA, they should notify the Communications Consultant – Online immediately. The Communications Consultant - Online will address or delete such comments.

- If a negative or disparaging post is discovered outside of business hours, the Communications Consultant – Online will address on the next business day, unless the comment requires an immediate response and the Consultant is contacted by CIR Management.

- Comments which constitute harassment and abuse will be deleted without a response. Trolling will be ignored, and trolls will be reported and banned. If a comment on an SPRA Social Media Account is critical of the organization, CIR Management and the Communications Consultant – Online will collaborate to form a response within 24 hours. CIR will assess each disparaging post on a case by case basis.

- When commenting or replying to content posted on any of SPRA’s Official Social Media Accounts as themselves, staff should recognize that their comment/reply represents that opinion as their own.

- If an employee has identified as an SPRA staff member online, it should be clear that their views expressed on the personal site are not those of SPRA and the employee is not acting in the capacity as an SPRA employee. While not a requirement, SPRA employees may consider adding the following disclaimer to personal social media accounts. *“Comments made on this account are my own and not that of SPRA.”*

-Staff will agree they will not knowingly provide misleading or false information, and that they will indemnify and hold SPRA harmless for any claims resulting from the content.

- If Staff engage with SPRA Official Social Media Accounts as themselves, it is recommended that they adjust their privacy settings on their personal accounts to protect their own privacy and right to work/life balance.

- SPRA staff may not create separate Official Social Media Accounts for use as an SPRA Consultant without approval by CIR Management.

- SPRA has the right to remove or cause the removal of any staff posted content for any reason, including but not limited to, content that it deems threatening, disrespectful, obscene, a violation of intellectual property rights or privacy laws, or otherwise injurious or illegal.

- SPRA encourages staff to engage with the organization’s Official Social Media Accounts, but urges using proper judgment and common sense.

- Staff members will be held to account for anything posted on SPRA’s Official Social Media Accounts that can potentially tarnish the image of the organization.

**6.0 Suspension and Termination**

***6.1 Failure to Comply with Acceptable Usage of Social Media Accounts:***

- Immediate, temporary or permanent withdrawal of a staff member, individual, or group’s right to post, comment, or reply to an SPRA social media account.

- Disciplinary action up to an including warning, suspension, or termination of employment.