

# [Company]

## Social Media Guidelines & Policy

Approval Date	Effective Date	Last Review Date
Pending	Pending	April

Policy Number:	
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Approved by:	xx Executive Board
Responsibility:	xx Executive Board
Applies to:	xx Employees, IUOE Local 727 Executive Board

### 1. PURPOSE

- a. The purpose of this policy is to ensure the proper use of social media as a resource, both for personal and business usage.
- b. This policy establishes guidelines governing the acceptable use of social media as a communication tool. By establishing and maintaining compliance with this policy, the benefits of these communication tools can be realized while risks and costs are mitigated.

### 2. APPLICATION OF THE POLICY

- a. This Policy applies to all xx Employees and Executive Board Members, including employees on contract who choose to utilize social media as a form of communication, whether such communication is during business hours or during their personal time.

### 3. DEFINITIONS

- a. xx Employees
  - i. Persons hired or appointed by the Business Manager or Authorized Designate to perform work related explicitly to servicing the membership and who receive remuneration in the form of a payroll check from the Local Union.
- b. Executive Board Members

- ii. Those elected by the membership or otherwise appointed to the Executive Board as may be permitted by the IUOE Constitution or By-Laws of the Local Union.
- c. Social Media
  - iii. “Social Media” is defined by the following but not limited to Facebook, TikTok, Snapchat, Twitter, My Space, Blogs, Instagram, etc.

#### **4. RESPONSIBILITIES**

- a. Employees and Executive Board Members have a responsibility to be conscious of how they may reference the Union when utilizing social media, how the manner in which they express their personal and/or professional views on any topic may interfere with or otherwise impact the Union’s interests, and how the public may view any opinions expressed as those of the Union.

#### **5. OBJECTIVES**

- a. Employees and Executive Board Members understand that all electronic messages and documents may be subject to the same laws, regulations, policies, and other requirements as information communicated in other written forms and formats.
- b. Employees and Executive Board Members are provided guidelines describing their personal responsibilities regarding confidentiality, privacy, and acceptable use of referencing [company] as defined by this policy.

#### **6. REFERENCES AND RELATED STATEMENTS OF POLICY AND PROCEDURE**

- a. [Company] P&P No. 5 – Business Equipment Usage

#### **7. PROVISIONS FOR SOCIAL MEDIA USAGE**

- a. Business Use
  - i. All electronic resources provided by the Union are to be dedicated to legitimate xx business activities. The use of electronic resources imposes certain responsibilities and obligations on all Users and is subject to the Local’s policies and procedures and all provincial and federal laws.
  - ii. Employees /Executive Board Members are prohibited from posting any form of communication on social media outlets that the public may view as those expressed by the Union.
  - iii. Unless given permission by the Business Manager, Employees /Executive Board Members are not authorized to speak on behalf of the Union. This

policy acts as a guideline for employees to ensure that they speak respectfully about the Union and our current and potential employees, customers, partners, and competitors.

- iv. Do not engage in name-calling or other expressions that will reflect negatively on the Union.
  - v. Despite any disclaimers, your social media communication can result in members of the public forming opinions about the Union and or its affiliates, its employees, and the services it provides. Honour the privacy rights of current employees by seeking their permission before writing or displaying internal company happenings that might be considered to be a breach of their privacy and confidentiality.
- b. Prohibited Use: The following list, although not exhaustive, provides examples of unacceptable uses:
- i. Do not disclose/post any of the Union's confidential or proprietary information.
  - ii. Inflammatory comments and/or disparaging remarks against the Union, its Executive Board Members, its members, or its employees.
  - iii. Employees and Executive Board Members are directed not to engage in social media discussions regarding Union matters or member issues.

## **8. VIOLATIONS**

- a. Employees found to have violated this policy may be subject to discipline up to and including termination of employment.
- b. Executive Board Members found to have violated this policy may be subject to discipline pursuant to the Local By-laws and the International Constitution.

SIGN-OFF ([Company] - Social Media Employee Guidelines & Policy)

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Employee / Executive Board Member  
(Please Print)

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Employee / Executive Board Member  
(Signature)

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Witness

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Date