

Policy on Social Media

Purpose

Calgary Outlink is a community-based, not-for-profit charity dedicated to providing support, education, outreach, and referrals for the 2SLGBTQIA+ and allied communities in Calgary, Alberta. Social media is one of Calgary Outlink's primary resources in interaction with its Service Users and with the 2SLGBTQIA+ communities more broadly. Further, social media acts as an individual resource that allows individual Board Members, Staff, and Volunteers to interact with our communities. Therein, Calgary Outlink maintains this policy to give guidance to individual Board Members, Staff, and Volunteers on how to operate social media accounts in alignment with Calgary Outlink's expectations.

Persons Affected

The Calgary Outlink Board of Directors, Staff, and Volunteers.

Policy Statement

1. While this policy addresses the use of social media, it also applies to any public statement(s) made by individual Board Members, Staff, or Volunteers, regardless of whether it is in-person, in print, or in social media.
2. Individual Board Members, Staff, or Volunteers are encouraged to contact the Board of Directors should they require further clarity on social media use.
3. Nothing within this policy shall stand in the way of an individual's ability to bring forward concerns or complaints to Calgary Outlink.
4. Calgary Outlink utilizes social media for the following purposes:
 - a. To share the services/resources available from Calgary Outlink;
 - b. To share the services/resources available from other organizations that might be relevant to Calgary Outlink Service Users;
 - c. To share information that directly impacts the 2SLGBTQIA+ and allied communities in Calgary, related to Calgary Outlink's positionality; and
 - d. To build relationships within the greater community.

Responsibilities

Organizational Use

1. The Board of Directors shall determine the operational relevance and the alignment to the values of the organization's messaging..
2. The Board of Directors, at its discretion, may direct something be posted to or removed from Calgary Outlink's social media.
3. The Board of Directors delegates oversight of all social media activities to Staff. Therein, the Staff responsibilities include:
 - a. The establishment of any new social media account that represents Calgary Outlink;
 - b. Maintaining a secure list, including usernames and passwords, to all of Calgary Outlink's social media accounts;
 - c. Posting on Calgary Outlink's social media accounts;
 - d. The right to terminate any Calgary Outlink social media account;
 - e. Referencing relevant Strategic Plan, policies, and guidelines when making decisions related to social media use; and

- f. Upon request of the Board of Directors, providing a list of all Calgary Outlink's social media accounts and a summary of how the account has been used over the past year.
4. Staff and/or designated Volunteers may post content or interact on social media platforms on behalf of Calgary Outlink. When doing so, they will conduct themselves at all times in accordance with Calgary Outlink's Policy on Respectful Workplace, Policy on Safer Spaces Ground Rules, Policy on the Respect and Dignity of Worth for All, Policy on Privacy, and any other applicable policies.

Personal Use

1. Calgary Outlink acknowledges and respects the rights of individual Board Members, Staff, and Volunteers who choose to post, comment, or otherwise participate in social media activities. While these individuals may express their views as private citizens, individual Board Members, Staff, and Volunteers are expected to refrain from the following during their personal use of social media:
 - a. Use of Calgary Outlink logos or trademarks without permission from the Board.
 - b. Posting images, videos, or content that may damage the reputation of Calgary Outlink, its operations, or its individual Membership.
 - c. Posting or engaging in social conversation that includes criticism which is detrimental to Calgary Outlink's legitimate business interests, in bad faith.
 - i. For further clarity, and as an example, bringing forward concerns in good faith related to racism/sexism/ableism and/or harassment does not on face-value violate this clause.
 - d. Disclosing any Calgary Outlink information or content that individual Board Members, Staff, or Volunteers are not specifically authorized to disclose. This includes internal messages to/between individual Board Members, Staff, or Volunteers.
 - i. If you are not sure if something is confidential, contact your Supervisor.
 - e. Sharing any content that violates the Freedom of Information and Protection of Privacy Act.
 - f. Posting racist, sexist, or otherwise harmful content.
2. The above list is not exhaustive. The Board of Directors reserves the right to review any individual Board Member's, Staff's, or Volunteer's personal social media use which negatively impacts Calgary Outlink's operations or reputation. Disciplinary action may be taken if Board Members, Staff, or Volunteers are found in violation of the terms of this policy.

Procedures

1. When posting on social media, related to sharing the services/resources available from Calgary Outlink, Staff shall ensure that the information is factual prior to posting.
2. When posting on social media, related to sharing the services/resources available from other organizations that might be relevant to Calgary Outlink Service Users, Staff shall assess the impacts of both sharing and not sharing the information, and shall only post when it is advantageous.
3. When posting on social media related to information that directly impacts the 2SLGBTQIA+ and allied communities in Calgary, Staff shall:
 - a. Assess if the information is in alignment with Calgary Outlink's mandate.
 - i. If the information is in alignment, the Staff shall operate within their duties as Staff, and reach out to colleagues to determine if posting is appropriate as needed.
 - ii. If the information is not in alignment, posting shall not occur.

- iii. If there is concern regarding if something is in alignment or not, the Board of Directors shall offer a directive regarding posting.
 - b. Determine the anticipated reception from the community.
 - i. If the anticipated reception is positive, the Staff are encouraged to discuss the posting amongst themselves to determine if posting is appropriate.
 - ii. If the anticipated reception is negative, the Staff shall seek direction from the Board of Directors prior to posting.
4. Calgary Outlink Staff may:
 - a. Respond to comments as they deem appropriate, but will not post public statements about individuals, organizations, or private concerns.
 - b. Remove comments, mute commenters, or limit access to Calgary Outlink's pages, if they deem it necessary.
 - i. The Staff will ensure that this action is in alignment with the Policy on Safer Spaces, Policy on Respect Workplace, and other applicable policies.
 - c. Request the Board of Director's input at any time.
5. Individuals whose responses to concerns or issues are not respectful or are defamatory in any way may not receive a response from Calgary Outlink and will be promptly forwarded onto the Board of Directors.

Definitions

- **Supervisor:** For Volunteers, the Supervisor will be the Manager of Volunteers and Programming. For Staff, excluding the Director of Operations and Development, the Supervisor will be the Director of Operations and Development. For violations directly relating to the Director of Operations and Development, the Supervisor will be the Board of Directors. Staff titles may be subject to change.

References

- This Policy is modeled after the City of Calgary's *Administration Policy: Social Media, Media Relations and Public Statements* (2019/10/25).

Revision History

- February 19, 2024: reformatting & minor revisions
- April 16, 2021: revisions
- June 7, 2016: new policy