

Policy on Social Media

PURPOSE

Social media is one of Calgary Outlinks primary resources in interaction with its clients and with the community more broadly. Further, social media acts as an individual resource that allows individual Board members, staff, and volunteers to interact with our community. 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 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 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 clients,
 - c. To share information that directly impacts the LGBTQ2IA+ and allied community in Calgary related to Calgary Outlink's positionality and,
 - d. To build relationships within the community.

RESPONSIBILITIES

- Social Media - Organizational Use
 - The Board delegates oversight for all the social media activities to staff. Therein, the staff responsibilities include:
 - The establishment of any new social media account that represents Calgary Outlink.
 - Maintaining a list, including usernames and passwords, to all Calgary Outlinks social media accounts.
 - Posting on Calgary Outlinks social media accounts.
 - The right to terminate any Calgary Outlink social media account.
 - Upon request, provide a list of all Calgary Outlinks' social media accounts and a summary of how the account has been used over the past year. The Board shall then determine the operational relevance and the alignment to the value of the organization's messaging.
 - The staff will reference relevant Strategic Plan, policies, and guidelines when making decisions related to social media use.

- The Board, at its discretion, may direct something be posted to or removed from Calgary Outlink’s social media.
- Staff and/or designated volunteers may post content or interact on social media platforms on behalf of Calgary Outlink. When doing so, staff 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, and any other applicable policy.
- Social Media - Person Use
 - 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, they will be accountable for their personal use of social media in the same way they are accountable for other off-duty conduct.
 - Individual Board members, staff, and volunteers are expected to refrain from the following during their personal use of social media:
 - Using of Calgary Outlink logos or trademarks without permission from the Board.
 - Posting images, videos, or content that may damage the reputation of Calgary Outlink, its operations, or its individual Board members, staff, or volunteers.
 - Posting or engaging in social conversation that include criticism which is detrimental to Calgary Outlink’s legitimate business interests, in bad faith.
 - 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.
 - 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. If you are not sure if something is confidential, contact your supervisor.
 - Sharing any content that violates the Freedom of Information and Protection of Privacy Act.
 - Posting racist, sexist, or otherwise harmful content.
 - The above list is not exhaustive. The Board reserves the right to review any individual Board members’, staffs’, or volunteers’ personal social media use which negatively impacts Calgary Outlink legitimate business interests.

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 clients, staff shall access 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 LGBTQ2IA+ and allied community in Calgary, staff shall:
 - a. Access if the information is in alignment with Calgary Outlink 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 shall offer a directive regarding this.
 - 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 prior to posting.
4. Calgary Outlink Staff may respond to comments as they deem appropriate, but will not post public statements about individuals, organizations, or private concerns.
 - a. Staff may remove comments, mute commenters, or limit access to our pages if they deem it necessary. The Staff will ensure that this action is in alignment with the Policy on Safer Space, Policy on Respect Workplace and other applicable e policies.
 - b. Individuals whose responses to concerns or issues that are not respectful or defamatory in any way may not receive a response from Calgary Outlink will be forwarded onto the Board of Directors for handling.
 - c. Staff may also request that the Board of Directors at any time.

REVISION HISTORY

- June 7, 2016 - New Policy.
- April 16, 2021 - Policy Revised.

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