

SOCIAL MEDIA POLICY

Definition

Social media is any form of electronic communication (such as websites for social networking and microblogging) through which users create online communities to share information, ideas, personal messages, and other content (such as videos).

Purpose

The intent of this policy is to define the application and use of social media for communication about PWRDF.

Application

This policy applies to all directors, members, employees and volunteers of PWRDF while engaged in activities directly related to their involvement in the organization.

Policy

When using social media to communicate about PWRDF, those to whom this policy applies will:

- be clear, honest, respectful, and factual
- confirm facts, including referencing sources as applicable
- acknowledge and correct any errors as soon as they are identified
- protect their own privacy and that of PWRDF and respect embargoed information
- always be mindful that social media is public and may reach beyond the targeted audience
- respect copyright and other laws and standards
- ensure that posts reflect the mission and values of PWRDF and its partners
- when applicable, state that any views and opinions expressed in original or shared content may not necessarily represent the official view of PWRDF
- state that sharing of linked sites does not necessarily constitute endorsement by PWRDF and that PWRDF is not responsible for the content of external links
- be aware that postings may have been archived and may be retrievable for considerable periods of time
- share any usernames and passwords specifically created for work purposes with co-workers and peers so that work may continue in their absence
- acknowledge that social media profiles created specifically for work on behalf of PWRDF belong to PWRDF and are not to be transferred to other workplaces

Amendment

This policy may be amended by the PWRDF Board.

Approval Date: May 2016

Review Date: January 2018

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