



1. Purpose:

Social Media promotes the exchange of information, ideas and concepts in an online community. The purpose of this policy is to facilitate that exchange by providing Board Members and staff of the Stoney Creek Chamber of Commerce with a clear understanding of how current laws and Stoney Creek Chamber policies apply to social media. It is also designed to offer practical guidance for responsible, constructive, communications via social media channels.

2. Application and Scope:

When using social media, either professionally or personally as it relates to The Stoney Creek Chamber of Commerce, Board Members and staff are expected to follow the same behavioral standards in the online world as they would in the physical one. The same laws, policies, professional expectations and procedures for interacting with the Stoney Creek Chamber Membership and general public apply online as in the physical world.

3. Definitions:

a. Social Media: Social media is a term that is widely used to describe websites and applications that allow users to interact with a site(s) or each other. This includes but is not limited to popular social networking sites such as Facebook, Twitter and LinkedIn.

b. Social Media Monitoring - Social media monitoring is a process of monitoring and responding to posts related to a business that occur in social media. For purposes and objectives of the Chamber, this includes posts that members may share on a social media site.

c. Post: A post is any user-generated information shared on a social media site.

d. Terms of Service: This is the agreement between the social media site and the user. Nearly all social sites will ask users to acknowledge this prior to being given access to the site's services.

e. Institutional Voice: Refers to the tone and messaging of communications originating from The Stoney Creek Chamber of Commerce

g. Crisis: Any significant event through social media that disrupts or threatens to disrupt the normal day-to-day operations of the Chamber, or could be harmful to the reputation of the Chamber.

4. Principles:

Our decisions and actions in the use of social media must reflect the values and behaviours of The Stoney Creek Chamber of Commerce.

5. Accountability and Compliance:

The Stoney Creek Chamber of Commerce Communications & Marketing Committee and staff as directed by the Stoney Creek Chamber Governance Committee share responsibility for monitoring compliance with the policy and updating it as required.

6. Rules:

1. Laws and Policies:

The laws and policies referred to below must also be considered if you are referencing the Stoney Creek Chamber on personal social media channels. If you post on behalf of the Stoney Creek Chamber or use social media in the working environment, the following must be adhered to:

a. Respect for Others: Any content posted to a social media site could encourage comments or discussion of opposing ideas. Responses should be considered carefully in light of how they would reflect on the poster and/or the Chamber (see Section 4) and its institutional voice (See Section 6-2.a.).

b. Confidential Information: Never post confidential information about Stoney Creek Chamber, members or employees. [Refer to Personal Information Protection and Electronics Documents Act]

c. Copyright: Be mindful of items, images and text that are protected by copyright. Do not post content that does not belong to you without permission from the content owner. [Refer to Canadian Copyright Act]

Policy GC-4200-2013: Social Media Policy Page 3 of 5

d. Intellectual Property: Respect the intellectual property of others. Do not post content or claim an idea as your own if it originated from someone else. If in doubt, seek permission before posting. [Refer to the Copyright Act]

e. Posting on behalf of the Stoney Creek Chamber of Commerce: Do not present yourself as a spokesperson of the Chamber unless you are authorized to do so. Use of the Chamber logo or any other Chamber related image or iconography must be approved by the Board of Directors. The Stoney Creek Chamber of Commerce should never be used to promote a product, cause, political party or candidate.

f. Social Media at Work: Use of social media while on the job is reserved for Chamber related communications and in accordance with the Information Technology Acceptable Use Guidelines.

g. Terms of Service: Read, understand and acknowledge the Terms of Service of any social media platform employed.

2. Practical Application of Social Media at The Stoney Creek Chamber of Commerce:

If you post on behalf of the Stoney Creek Chamber of Commerce or use of social media in the working environment, it is expected that you will follow the behaviours and actions listed below

a. Institutional Voice: Posts on social media sites must protect the Chamber's institutional voice by remaining professional in tone and in good taste. No individual Chamber employee or Director shall construe their social media site as representing the Chamber as a whole. This is to be considered when naming pages or accounts, selecting a profile picture or icon, and selecting content to post. Names, profile images, and posts must all be clearly linked to the particular staff member or Director rather than to the institution as a whole.

b. Have a Social Media Plan: The Stoney Creek Chamber Directors and staff shall consider their messages, audiences, and goals, and develop a plan for monitoring the site and keeping information up-to-date. The Chambers Marketing and Communications Committee should monitor all social media activity and intervene if necessary. Policy GC-4200-2013: Social Media Policy Page 4 of 5

c. Link to Chamber Website: Always link back to the original source for information. For news and information originating from the Chamber, always link back to the Chamber website (www.chamberstoneycreek.com). Ideally, posts should be very brief, redirecting a visitor to content that

resides within the Chamber web environment. When linking to a news article about the Chamber, check first to see whether you can link to an original media release.

d. Take Ownership: Identify your views as your own. If you identify yourself as a Stoney Creek Chamber Director or staff member online, it must be clear that the views expressed are not necessarily those of the institution.

e. Think Twice Before Posting: Consider what could happen if a post becomes widely known and how that may reflect both the individual and the Chamber. Any posts referencing the Chamber must be approved by the Board of Directors.

f. Strive for Accuracy: Get the facts straight before posting them. Review content for grammatical and spelling errors. This is especially important if posting on behalf of the Chamber in any capacity as errors of fact or mistakes of any kind can negatively impact the Chamber's reputation (See Section 6.2.a). If you make an error post a clarification or retraction promptly.

g. Remember the Audience: Be aware that what you say or do in the social media world can be made available to the public at large. This includes prospective Chamber members, current Chamber members and all members of the general public. Consider this before publishing to ensure the content will not alienate, harm, or offend any of these groups.

h. Use of digital media: Images, videos and audio clips posted on social media sites can be appropriated by anyone. If you wish to protect your content take the appropriate steps to limit its use. This may include adding a watermark or posting images at lower resolution to restrict its use in other applications.

Policy GC-4200-2013: Social Media Policy Page 5 of 5

7. Policy Revision Date:

Annually from date of approval or when deemed necessary by the Board of Directors of the Stoney Creek Chamber of Commerce.

Reviewed by Communications and Marketing.

8. Links:

The following websites contain more information on the use of social media in the working or learning environment:

Online Etiquette:

<http://www.albion.com/netiquette/corerules.html>

<http://online.uwc.edu/technology/onletiquette.asp>

Other Examples of Social Media Policies and Guidelines:

Ball State University:

<http://cms.bsu.edu/About/AdministrativeOffices/UMC/WhatWeDo/Web/WebPolicies/SocialMedia.aspx>

York University:

<http://www.yorku.ca/president/media/guidelines/>