

**Port Credit BIA
Social Media Policy
February 2016
Amended May 2017**

As a business organization, we strive to harness the business case for social media to better serve our members and the business community (Board Members, Employees, Volunteers). This policy governs the publication and/or commentary through social media by employees and volunteers of the PCBIA, and gives guidance about what is/is not appropriate in terms of Social Media in the workplace.

The overarching policy is that of respect, courtesy and law.

Clearly separate your personal and your professional life. Do not use the name of, or claim to be speaking for, the PCBIA in your personal account unless explicit permission is granted by the Board. If in doubt, double check with the General Manager or the Chair.

Be respectful, courteous and lawful in all postings.

Always use common sense and caution in all content you post to ensure appropriateness in representing the PCBIA. This includes pictures, text or other content.

Each user, unless otherwise stated, may actively discuss their work, projects and events on their social media accounts. Take into account confidentiality.

Employees, Board Members and volunteers should never criticize a company, member or event on this media.

The use of social media during business hours will only be to the benefit of PCBIA. Its use must run parallel to our Social Media Strategy and Tactics. Verify before declaring points as facts.

If dealing with a post that is critical in nature, it is important to acknowledge it immediately and/or respond appropriately. Guidance for your response should be directed to the PCBIA General Manager immediately. If the General Manager is not available in a timely manner, then direct it to the PCBIA Chair. Any post that has vulgar or inappropriate language will be deleted as soon as it comes to our attention.

Care must be taken to ensure communications and posts through the PCBIA's social media accounts should contain no insulting, libellous or vulgar language.

Your profile on professional social media sites must be consistent with your profile on the website or other PCBIA publications.

Confidential information should never be posted on any social media site. Confidential information may include unpublished details about an event, details on current projects, or items/matters identified as confidential in PCBIA meetings/correspondence. Any such information can only be posted after consent from the General Manager or Board Chair.

Respect copyright laws. Never quote more than a short excerpt of someone else's work, and always attribute such work to the original author/source. It is good practice to link to the source rather than to reproduce.

Use good judgement. Exercise extreme care when referencing or citing clients, members or partners of the PCBIA. When you do make a reference, link it to the source. Do not publish content that might allow damaging inferences to be drawn.

Additional Social Media Group/Page Guidelines for participants:

The following are the guidelines for any Port Credit Business Association Group, Event or Marketing page or account and for posting on any other person(s) or group(s) social media while representing the Port Credit Business Association.

Violations will lead to the posts being removed and the possibility of being blocked from group. Guidelines may be changed as necessary.

1. Continuous solicitations about the same business, the promotion of a competitor or the promotion of a business that appears to not be in the Greater Port Credit Area.
2. While debate and healthy discussions are fine, the administrator will not tolerate rudeness, profanity, insulting and defamatory posts, personal attacks or inflammatory comments. Hateful or discriminatory comments regarding race, ethnicity, religion, gender, disability, sexual orientation or political beliefs will not be tolerated.
3. Spamming is strictly not allowed. Duplicate posts will be removed.
4. Discussion of illegal activities is not allowed. Also, links or comments containing sexually explicit content and /or material will be deleted.
5. You are solely responsible for your own prestige and reputation. Think before you post. Think before you reply. Your words determine who you are. Words matter.
6. Kindly observe ethical behavior when posting. Any post that would diminish and put the reputation of the PCBIA at risk will be deleted. The deletion will serve as a warning and violators will be banned.
7. Flaming, trolling and sock puppets are not permitted. This also includes but is not limited to spam, link baiting or files containing viruses that could damage the operation of other people's computers or mobile devices.

The admin and all future admins reserve the right to remove a post and to ban anyone who willfully violates the group rules. We reserve the right to update and modify these rules as the needs of the group dictate.

The law is clear in the Ontario Human Rights Code and in the Occupational Health and Safety Act as well as Common Law.