

Social Media Policy - DRAFT

In today's digital age, social media is a powerful tool for organizations to engage with their members and community to raise awareness and promote their causes. It is especially important for a non-profit organization like the Trout Lake Campers Association - Sudbury District (TLCA) to ensure the protection of a well-regarded reputation with almost 70 years of history.

Although social media platforms offer many opportunities to communicate with members and the community it also presents risk if not managed properly. A well-crafted social media policy helps ensure that all communications are consistent, respectful, and aligned with our organization's mission and values. This policy protects TLCA's reputation, ensures legal compliance, and fosters a positive online presence.

1. Purpose

The objective of this policy is to establish clear guidelines for the responsible use of social media by TLCA board members or its designated representatives. This policy seeks to safeguard the integrity and reputation of the TLCA while also promoting the effective use of our social media to advance our mission. The policy outlines the expectations and guidelines for board members representing TLCA on social media platforms. The goal is to promote our mission, engage with our community, grow our membership base/followers, and transform all members into social media ambassadors.

2. Scope

This policy applies to all board members, volunteers or board designated individuals who create or contribute to any social media of any kind including but not limited to the TLCA Facebook page, *Trout Lake Times* and TLCA website.

3. Guidelines

3.1 Representation

All board members, volunteers and board designated individuals authorized to post on behalf of TLCA should refrain from expressing personal opinions on TLCA social media. When posting, identify yourself as a board member of TLCA.

• 3.2 Content

Always communicate respectfully and professionally, reflecting TLCA values and mission. Avoid any negative or inflammatory comments about TLCA, its members, or the community. Do not post content that could be considered discriminatory, offensive, or illegal. Do not post confidential or proprietary information about TLCA, its members or board members.

- Create value in conversations:
 - Use humour only when appropriate;
 - Do not speak on behalf of the TLCA on your personal online accounts;
 - Do include stories, environmental updates, safety and fishery news, and relevant updates from FOCA/industry news. Reserve 20% for TLCA self-promotion or fundraising appeals.

3.3 Engagement

Engaging with our members is the cornerstone of growing membership, connecting with a younger demographic, growing advertisers, and reinforcing the value of TLCA membership

- It is critically important to respond to comments and messages in a timely and respectful manner
- Encourage positive dialogue and engagement with the community
- Use images, graphics and videos that are appropriate and relevant to the TLCA mission
- Handle negative feedback constructively and if issues escalate refer to the President or chain of command of the board when the President isn't available (President, Vice President, Past President)

3.4 Compliance

- Adhere to all relevant laws and regulations including copyright and data protection laws
- Any posts must comply with *PIPEDA*, *CASL*, and the *Ontario Not-for-Profit Corporations Act* (ONCA) to ensure members data is handled with care.
- Do not share member, board member or donor information of any kind without written consent
- Ensure all content complies with TLCA values, by-laws and any policies and procedures

4. Personal Use

- TLCA Facebook is open to everyone. If a conversation turns hostile or inappropriate, it's best to disengage and report it.

5. Monitoring and Moderation

- Board members participating in social media posting on behalf of the TLCA will regularly monitor comments and messages on utilized social media accounts. Any inappropriate content or behaviour should be brought to the attention of the President or chain of command of the board when the President isn't available (President, Vice President, Past President)

6. Training and Resources

Board members are encouraged to participate in any social media training online to ensure they are up-to-date with best practices and platform guidelines.

7. Policy Violation

Violating the policy may lead to a discussion at the board and result in losing social media responsibilities.

Conclusion:

By following this policy, we can ensure a positive and effective social media presence that aligns with the mission of the TLCA. Thank you for your commitment and dedication to our cause!

Michelle Stewart
President
TLCA

Effective Date: October 17, 2024

Date of Last Amendment:

Next Scheduled Review: October 17, 2025