

**SASKCULTURE INC.
STAFF POLICIES AND PROCEDURES**

Policy Name: Social Media Use

Policy Type: Communications

Date Approved: November 2013

Board Policy: EL-1, EL-11, GP-2, GP-11, GP-18

Latest Revision:

PURPOSE or Policy Statement: To ensure that SaskCulture’s use of social media channels supports the organization’s overall strategic objectives, adheres to current legal accountability standards and adheres to the principles and values outlined in Board Governance Policy and Executive Limitations. Any deviation from the identified standards will be at the discretion of the General Manager.

Specifically, SaskCulture’s use of social media channels/tools will:

1. Support SaskCulture, and its operations, in communicating accurate, fair and timely information to a diverse range of stakeholders, to the best of its ability;
2. Distribute content that supports SaskCulture’s mandate and adheres to the organization’s style of presenting information;
3. Be open to individual staff members responding on behalf of SaskCulture on social media, as long as it has been identified as his or her area of expertise;
4. Adhere to SaskCulture’s corporate visual identity guidelines as outlined in SaskCulture’s Visual Identity Policy;
5. Adhere to all writing and editing style guidelines developed for particular SaskCulture publications, or according to Canadian Press Style Guide, where applicable; and
6. Adhere to all Canadian copyright rules and regulations for publishing ideas, copy, photography and/or graphic design on electronic mediums.
7. Adhere to any legal requirements, including privacy and human rights policies, which guide the work of SaskCulture staff, volunteers and other stakeholders.

DEFINITION OF SOCIAL MEDIA

At SaskCulture, social media means any channel for online publication and commentary, including, without limitation, web sites, blogs, wiki’s, and any social network sites such as Facebook, LinkedIn, Twitter, flickr, Instagram, YouTube, and/or Pinterest, and any future developments in this area. This policy is applied in addition to, and to complement, any existing or future use of technology, mobile devices, computers, email and /or internet.

SaskCulture’s social media includes channels maintained by the organization for publication and promotion of the organization’s messages, as well as the distribution of SaskCulture’s messaging on third party or staff-directed online channels.

GUIDELINES FOR ACCEPTABLE USE OF SOCIAL MEDIA:

These are the official guidelines for social media use on behalf of SaskCulture. As a SaskCulture employee, intern, contractor or volunteer creating or contributing to any kind of social media, whether directly managed by SaskCulture or not, these guidelines apply. SaskCulture expects that all who participate in social media on behalf of the organization to understand and follow these guidelines and to be aware that they will continually evolve as social media evolves.

Your Role on Social Media

In online social networks, the lines between public and private, personal and professional are blurred. Just by identifying yourself as a representative of SaskCulture, you are creating a perception about SaskCulture and your expertise. Be sure that all content associated with you is consistent with your abilities and falls within the Acceptable Use guidelines identified for SaskCulture employees in this policy.

Time Spent on Social Media

Individual roles within the organization will be required to dedicate time to maintain the organization's social media presence. The time needed to complete various duties will be determined in consultation with an employee's supervisor and based on the goals of the program.

Personal use of social media channels, not used to advance the strategic goals of SaskCulture, should be limited to an employee's personal time, including breaks. Regularly checking personal social media accounts can be fit into breaks during the day, but it should not impact the on-going work of the organization.

POSTING AND RESPONDING TO OTHERS ON SOCIAL MEDIA

Be transparent and responsible.

You are responsible for the content you post. Never impersonate someone else, or purposely obscure your identity. Build your own reputation. Care about what you are talking about and think about the consequences. Do not make statements that could damage the reputation of SaskCulture.

Respect your audience

The public in general, and SaskCulture's employees and stakeholders, reflect a diverse set of customs, values and points of view. Don't say anything contradictory or in conflict with the SaskCulture web site or overarching policy. This includes the obvious (no ethnic slurs, offensive comments, defamatory comments, personal insults, obscenity, etc.), but also proper consideration of privacy and of topics that may be considered objectionable or inflammatory, such as politics and religion. Use your best judgement and be sure to make it clear when the views and opinions expressed are yours alone and do not represent the official views of SaskCulture.

State when it's your personal opinion.

For your own personal social media options please use a disclaimer, particularly if your comments are partisan or are tied to a particular affiliation. Always disclose if you've received something in exchange for a review of a product or service. Disclaimer: *This is a personal blog (or other social media posting). The opinions expressed here represent my own and not those of SaskCulture, my employer.*

Write what you know.

The best way to be interesting, stay out of trouble and have fun is to write about what you know. Stick to your area of expertise and provide unique, individual perspectives on what's going on at SaskCulture and in the world.

Spelling and grammar does matter

Use a spell-checker and edit your posts. Be aware and follow SaskCulture's Editorial Guidelines for posting copy on behalf of SaskCulture.

Protect stakeholder confidentiality

Respect proprietary information and content, confidentiality, brand, trademark, copyright and fair use. Know the laws and don't break them. Don't discuss organizational and/or stakeholder issues without permission. It is acceptable to discuss general details about kinds of projects and to use non-identifying pseudonyms for a customer so long as the information provided does not violate any non-disclosure agreements that may be in place with partners or stakeholders, or make easy for someone to identify the stakeholder. Do not conduct SaskCulture business on your personal social media channels.

Respect copyright laws.

Always cite when quoting someone else. Make sure images are shareable and attribute them. Never use copyrighted material without permission, and that includes SaskCulture's own copyright and brands. You should never quote more than short excerpts of someone else's work. It is good general practice to link to others' work rather than reproduce it.

Use judgement in sharing links.

Due to SaskCulture's role in the cultural community, sharing links to content often implies an endorsement of some kind. Be sure that the links or postings made on behalf of SaskCulture reflect the strategic goals of the organization.

Protect your own privacy.

Privacy settings on social media platforms should be set to allow anyone to see profile information similar to what would be on the SaskCulture website. Other privacy settings that might allow others to post information or see information that is personal should be set to limit access. All of your social media use might not be work-related, so ensure that the items you share with your close personal friends are kept separate from your work-related social media interactions.

Everything online is discoverable.

Be mindful of posting information. If you can't show it to your grandmother or a judge, don't post it. If in doubt, ask.

ACKNOWLEDGING AND CORRECTING MISTAKES.

If you make a mistake, admit it quickly. Most of the time, you can then move on. If you choose to modify an earlier post, make it clear that you have done so. If not, let the team help you fix your mistakes; explain the situation and the team can come together to find a solution.

Making corrections

It is important to respond to incorrect information provided, or incorrect allegations made, in the social media channels where the mistake/or incorrect statements appear.

Responding to issues

If you see misrepresentations made about SaskCulture in the media, you may point it out. Always do so with respect and with facts. If you speak about others, make sure what you say is factual and does not disparage that party. Avoid arguments and defensive remarks

Disclaimers

Many social media users include a prominent disclaimer saying who they work for, but that they're not speaking officially. This is good practice and is encouraged, but don't count on it to avoid trouble – it may not have much legal effect.

ARCHIVING SOCIAL MEDIA

Comments and Issues requiring response by SaskCulture

All issues and inquiries to SaskCulture social media channels that require personal follow-up, or ongoing monitoring and attention, will be copied to print and filed according to SaskCulture policy and procedures for filing of inquiries to the organization.

ENFORCEMENT

SaskCulture staff, term employees and volunteers are expected to abide by this policy. If, for any reason an incident occurs that violates the policy, we expect the issue will be brought to our attention immediately so that we can work together toward a resolution. As this is a new area

with many new and yet to be discovered applications, each issue will be assessed on a case-by-case basis. SaskCulture promises that any consequences will be commensurate with the violation.

Developed by CM, April 2013

Revised by

Replaces: Individual guidelines

Approved by GM, November 2013

Renewal: November 2014, or following usage and evaluation

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SAMPLE

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