

Sample STATEMENT of POLICY and PROCEDURE			
Chapter:	Human Resources	SPP No.	HR 5.14.ON
Section:	Employee Relations	Issued:	Dec. 16, 2019
Subject:	<b>SOCIAL MEDIA</b>	Effective:	Jan. 1, 2020
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		Replaces:	NEW
Issued by:	Community Resource Centre	Issued:	

## 1 POLICY

- 1.01 (a) The **Community Resource Centre's** computer resources are business systems that should only be used for legitimate **Community Resource Centre** purposes. The use of **Community Resource Centre** computers for any purpose that is not specifically related to **Community Resource Centre** business is prohibited.
- (b) All documents, data, and information composed, sent, stored and received on or over the **Community Resource Centre's** computer systems (including by way of e-mail whether through a mobile device or otherwise) are the property of the **Community Resource Centre**. Therefore, employees should have no expectation of privacy while using the **Community Resource Centre's** computer systems and the **Community Resource Centre** reserves the right to monitor and inspect all uses of the **Community Resource Centre's** computer systems, including use of e-mail, internet and social media, at any time without notice.
- 1.02 Employees who wish to create and/or maintain personal blogs or participate in social media may do so on their personal computer and on their own time outside of the workplace. Employees who create or contribute to blogs or social media and who identify themselves or others, either directly or indirectly, as employees of the **Community Resource Centre** must adhere to the following code of conduct:
- (i) An employee must ensure that no confidential, proprietary, copyrighted, or other sensitive information related to the **Community Resource Centre** appears on, or is referred to, on any social media site or blog, unless specific written permission has been obtained from the **Executive Director**;
  - (ii) An employee must ensure that he or she does not libel, slander, intimidate, harass, or threaten any employee, customer, supplier or affiliate of the **Community Resource Centre** on any social media site or in any blog content;
  - (iii) An employee must not make comments which are negative, derogatory or false about the **Community Resource Centre**, its employees, its management, its suppliers, its clients, its affiliates or its competitors on any social media site or in any blog content;
  - (iv) An employee must make best efforts to make a good impression on readers and to ensure that postings and/or blogs are thoughtful, and free of profanity and harassing and/or discriminatory comments;
  - (v) If an employee is uncertain about the propriety of a public communication over a social media site or blog they should consult **Executive Director** prior to making such communications; and
  - (vi) An employee must ensure that any social media postings and/or blogs are in accordance with Canada's Anti-Spam Legislation (CASL), where applicable.

## 2 PURPOSE

- 2.01 The **Community Resource Centre** seeks to promote a high level of responsible behaviour in connection with the use of computer resources and internet communications, through its own website or otherwise, and has formulated this policy

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to accomplish the following goals:

- (a) to protect the reputation and resources of **Community Resource Centre**, its clients and employees from irresponsible or illegal activities;
- (b) to ensure privacy, security and reliability of the **Community Resource Centre's** network and systems as well as the systems of the **Community Resource Centre's** clients and affiliates;
- (c) to establish guidelines for the acceptable use of the **Community Resource Centre's** network, trademarks, intellectual property and confidential information;
- (d) to define generally those actions which are considered abusive and prohibited;
- (e) to outline procedures for the monitoring of online communications and inspection of employee computer/e-mail use at work, and for handling and reporting any abuse to the **Community Resource Centre**; and
- (f) to establish guidelines to ensure that the **Community Resource Centre** and its employees adhere to the requirements of CASL.

### 3 SCOPE

3.01 This policy applies to all users of the **Community Resource Centre's** computer network and electronic resources, and all employees identifying themselves, either directly or indirectly, in online communications, including web and social media sites and blogs as employees of the **Community Resource Centre**.

### 4 RESPONSIBILITY

- 4.01
  - (a) Users of the **Community Resource Centre's** computer network are strictly prohibited from creating or maintaining personal blogs or logging into social media sites on the **Community Resource Centre's** computer resources or during **Community Resource Centre** time.
  - (b) Employees must ensure that they do not divulge private and/or confidential information related to the **Community Resource Centre's** business, its clients, its affiliates and/or its employees while communicating on social media sites, the internet in general or through blogs, unless prior written approval has been obtained from the **Executive Director**.
  - (c) Employees must not violate CASL or any of the **Community Resource Centre's** policies including, but not limited to the policies outlined in Section 6 herein and any Information Technology policies.
  
- 4.02 The **Executive Director** or a designate is responsible for:
  - (a) monitoring, investigating and reporting any allegations or concerns regarding the content of employee, or other, postings or blogs that may affect the **Community Resource Centre** or any of its employees, suppliers, clients or affiliates; and
  - (b) ensuring that all employees are adequately trained in the requirements of CASL, and that, where required, express or implied consent has been obtained prior to sending commercial electronic messages through social media.

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## 5 DEFINITIONS

- 5.01 **“Blog”** means a personal web journal or log and includes the creation and/or maintenance of a personal web journal or contributing content to another individual’s blog.
- 5.02 **“Blogging”** is the act of creating, maintaining or contributing to a web journal or log.
- 5.03 **“Canada’s Anti-Spam Legislation (CASL)”** means *An Act to Promote the Efficiency and Adaptability of the Canadian Economy by Regulating Certain Activities that Discourage Reliance on Electronic Means of Carrying out Commercial Activities*, SC 2010, c-23.
- 5.04 **“Commercial electronic message”** means an electronic message that, having regard to the content of the message, the hyperlinks in the message to content on a website or other database, or the contact information contained in the message, it would be reasonable to conclude has as its purpose, or one of its purposes, to encourage participation in a commercial activity, including an electronic message that offers to purchase, sell, barter or lease a product, goods, a service, land or an interest or right in land, offers to provide a business, investment or gaming opportunity, or advertises or promotes any of these, or promotes a person, including the public image of a person, as being a person who does anything referred to above, or who intends to do so.
- 5.05 **“Posting”** is the act of uploading, adding, contributing or linking content on a blog, social media site or on the internet in general.
- 5.06 **“Social media”** is an internet or mobile device application, location or site that provides users with the opportunity and means to participate in, develop or share content or views and opinions with others (e.g. Facebook, Twitter, Myspace, LinkedIn, etc.).

## 6 REFERENCES and RELATED STATEMENTS of POLICY and PROCEDURE

*An Act to Promote the Efficiency and Adaptability of the Canadian Economy by Regulating Certain Activities that Discourage Reliance on Electronic Means of Carrying out Commercial Activities*, SC 2010, c-23. (CASL) (Canada)  
*Personal Information Protection and Electronic Documents Act* (PIPEDA) (Canada)  
 SPP HR 5.03.ON — Workplace Harassment  
 SPP HR 5.06.ON — Discipline  
 SPP HR 5.07.ON — Personal Information Protection  
 SPP HR 5.08.ON — Computer, E-Mail and Internet Use

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## 7 PROCEDURE

- 7.01 The **Community Resource Centre** monitors social media and blogs including employee social media and blogs, without notice, to ensure that the **Community Resource Centre's** confidential or proprietary information is not being disclosed and to ensure that this policy is being followed. Employees should not expect privacy when posting to social media sites and blogging. Monitoring of social media and blogs for content that identifies or relates to the **Community Resource Centre**, its employees, clients, suppliers or affiliates shall be conducted by the **Executive Director** or a designate.
- 7.02 Employees found in breach of this policy will be subject to disciplinary action up to and including termination for cause.
- 7.03 All users of the **Community Resource Centre's** computer resources, and all employees who maintain personal blogs or participate in social media must adhere to the terms of this policy, any applicable Information Technology policy and CASL. A copy of this policy and SPP HR 5.08.ON — Computer, E-Mail and Internet Use shall be provided to each user and each user is required to sign an acknowledgement of receipt of these policies.
- 7.04 Employees who blog or use social media sites are to refrain from:
- disclosing secret, confidential, private, or internal information related to the **Community Resource Centre**
  - posting or downloading offensive, harassing or discriminatory language or graphics;
  - disparaging co-workers, clients, suppliers or affiliates;
  - posting anything that is not in the **Community Resource Centre's** best interests.
  - posting anything that violates the **Community Resource Centre's** policies; and
  - posting anything that violates CASL.
- 7.05 Supervisors shall review this policy with all employees at least once annually.