

# BEST BUDDIES CANADA SOCIAL MEDIA POLICY



## Publishing Guidelines

### Content Publishing

All content published must be free of defamation, discrimination, copyright or trademark infringement and must respect the privacy and rights of all those who may potentially be implicated by or exposed to its message.

### Photo Publishing

All photos including participants must be done with knowledge that all of those involved have signed for media release rights via the Best Buddies Pledge Form. All photos of non-members at Best Buddies events must be published with the express and written permission of the legal guardian in the case of a minor and of the person in the case of an adult that has reached the provincial/territorial age of majority at the time of publishing.

### Event Advertising

We advise caution to participants who want to share information about upcoming events in the community. Take appropriate measures to ensure that actions on social media do not put members at risk by identifying them or the location where they will be when posting personal blogs and on networking sites, including comments, chats, images, video, podcasts, or any other form of sharing information or opinions.

## Legal Issues

For the purpose of this document, the legal issues considered are those with which a law suit, complaint or violation of laws or rights could arise in relation to the use of social media or our online presence. Such issues could include:

- Defamation: False claims regarding a person, business or product.
- Privacy: Publication of private facts and confidential information.
- Interference with business relations and partnerships.
- Contract and liability: Assuming a duty or obligation, whether intentionally or unintentionally.
- Brand or Trademark: Creating confusion or relationship to an existing brand or trademark.
- Copyright: Using/sharing content that was fraudulently obtained or improperly attributed.
- Sexual/Psychological Harassment: Unwanted postings targeting an individual or group.
- Discrimination: Racial, gender, age, language, culture, religion, socio-economic, disability, etc.

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- Spam: Failure to maintain mailing list privacy, improper subscription/un-subscription management.
- Consumer Affairs: Failure to adhere to truthful advertising laws and standards.

## **Recommendations / Cautions**

We recommend members controlling social media channels to consider the following, and weigh the consequences:

- To maintain anonymity and personal security, we recommend members maintain high security settings for what personal information is made available on public profiles.
- We do not recommend accepting contact requests from unknown persons.
- Posting or disseminating content that could bring Best Buddies Canada's reputation into disrepute.
- Posting or disseminating content that is libellous, defamatory, harassing, bullying or that violates criminal laws on hate propaganda or obscenity.
- Posting or disseminating content that breaches any other Best Buddies Canada policy.

The following may be freely distributed:

- Information published on the Best Buddies Canada website and social media channels
- Information published by the press or other media outlets about Best Buddies
- Materials or items created with the intent of being distributed through social media channels in order to promote Best Buddies Canada its role and its services.
- Publically available financial and business information pertaining to Best Buddies Canada.
- Best-practice knowledge and general professional insight that does not expose internal operational procedures or imply or disclose any proprietary or otherwise protected information.

You are responsible for your actions and the actions of others using your account. Anything you post that can potentially tarnish Best Buddies Canada's image will ultimately be your responsibility. We do encourage you to participate in the online social media space, but urge you to do so properly, exercising sound judgment and common sense.

## **Establishing a Strategy**

The objectives of engaging in Social Media is to:

- Establish a social media presence to increase awareness of our online presence
- Gain increased TV/radio/print media recognition to have media contact us more for quotes in stories.

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- Inform community about what we do and who we are to increase traffic to our websites.
- Be a low risk entry point for potential members to generate and participate in a two-way dialogue.

Social media is a communications tool and a recruitment tool. Our online voice is positive, professional yet friendly, and uses language that is suitable to the audience. Our content is intentional, credible, and “on purpose”.

Because social media is a two-way communication with the community, for the purposes outlined above, it is best to send out messages with intent and planning. Twitter - scheduled messages