

# Social Media Guidelines

Social media is about conversations, community, and building relationships. It is a tool to connect with members, directors, and other stakeholders. It is important to always keep in mind that you are representing Westwinds Music Society with each post.

## Introduction

These guidelines are directed at any staff, volunteer, or member representing Westwinds Music Society when they use social media. It provides a set of standards on how to use social media when representing or communicating with the organization. It also demonstrates what must not occur when representing Westwinds on social media. As with the Member Code of Conduct, disciplinary action may be taken if a breach occurs.

All interactions on social media must fall within provincial and federal laws. Examples of related laws include those governing defamation of character, privacy, discrimination and bullying. Any legal violations will be reported to law enforcement officers.

Social media users should always follow the Member Code of Conduct and act responsibly. Good judgment must be used in determining whether published content is appropriate and in considering how it represents Westwinds Music Society.

Social media apps, programs and websites may change their individual policies at any time. Users must stay current on the expectations of each social media platform.

The Westwinds Music Society Social Media Guidelines will be reviewed annually, and changes will be made as required.

## **Top Tips**

- **Be conversational:** Write as if you were speaking to a friend. Talk with them, not at them.
- **Focus on your reader:** Ask readers for their opinions, feedback (positive and negative) and preferences; then use what they tell you.
- **Keep it short:** Write in bite-sized chunks.
- **Be transparent:** Be honest about your identity! Identify yourself as a Westwinds volunteer.
- **Be accurate:** Make sure that you have all the facts before you post.
- **Think before you post:** If you have any questions about whether it is appropriate to write about certain topics in your role as a volunteer, ask an executive member before posting.
- **Regular posts:** It is important to post regularly on any social media account. If you are unsure about the amount of content you have, we encourage you to talk to the executive or other social media volunteers.
- **Maintain confidentiality:** Do not post confidential or proprietary information about Westwinds, its members, its staff or its board. Use good ethical judgment.

## General Usage Guidelines

Social media platforms may be used within Westwinds Music Society for one of two purposes:

1. To share private information with members of a group
  - Social media groups/pages for this purpose (for example, a Facebook group to discuss rehearsals and activities) must be set up as *private group*.

## 2. To promote Westwinds on a public platform

- Social media groups/pages for this purpose are set up as public; however, you must keep in mind that these are public forums and, in order to ensure privacy, discretion must be exercised when sharing information.
- On these types of groups/pages, avoid sharing personal information (names, addresses and phone numbers) of employees, members and volunteers without their express consent.

Every post (tweet, video, etc) should be published using good judgment and follow all Westwinds Music Society policies including the Member Code of Conduct.

## Westwinds Music Society Sites

Westwinds uses common social media sites to share information with members and promote the organization. Current platforms are:

- Twitter (@WestwindsMusic)
- Facebook (facebook.com/WestwindsMusic)
- YouTube (youtube.com/WestwindsMusic)
- Flickr (flickr.com/WestwindsMusic)

These guidelines include all current and future social media platforms. When an individual uses any of the social media sites affiliated with Westwinds Music Society, they must follow the Member Code of Conduct and the standards stated in this document. This includes when content is "shared," "liked," "tweeted," "tagged," etc, and when content is submitted directly to the host site. *There are no expectations of privacy regarding social media.* Any content submitted or shared must be considered public information.

## Guideline Breaches

Breaches to the Social Media Guidelines, Member Code of Conduct and local laws may result in disciplinary action. This could include:

- Loss (or limitation of) access to Westwinds Music Society social media accounts;
- Termination of membership with Westwinds Music Society;
- Termination of employment with Westwinds Music Society.

## Liability

Content published on social media sites (or in relation to social media sites) may have legal consequences if an individual:

- Makes statements that are considered defamatory;
- Makes statements that violate provincial or federal laws regarding discrimination, harassment, bullying, etc;
- Makes statements that disclose confidential information about the organization without authority;
- Violates copyright authorizations, trademarks, logo usage, which may include images, text, written content and music.

## Multi-Purpose Accounts

Many individuals will use their private/personal social media accounts when networking. Westwinds Music Society understands that how you use social media on your own time is up to you. However, if a social media account is used for several purposes (personal, professional, etc) and is associated with Westwinds Music Society, what an individual says and does on their own time may reflect on Westwinds and its reputation. Westwinds asks that individuals carefully consider what they share on their personal account and that they never:

- use the Westwinds logo without prior approval;
- publish/share content (comments, tweets, photos, videos, etc) about anything that would negatively affect Westwinds' reputation;
- publish/share any content (comments, tweets, photos, videos, etc) that could be considered defamatory, discriminatory or harassing either directly or indirectly towards anyone affiliated with Westwinds Music Society;
- publish/share any confidential information about Westwinds Music Society;
- publish/share personal information about any members, volunteers or staff affiliated with Westwinds Music Society.

These guidelines apply even if the account is private or restricted to the public. Even restricted accounts can be accessed by friends/readers/followers/subscribers, who may then share the information.

Remember that once something is published on the Internet, it can never be fully erased, even after it is deleted. Cached copies of the information may be stored on the Internet, and readers may take a screenshot of the information to preserve it.

These guidelines are not meant to limit or infringe on an individual's web-based communications or stifle their manner of expression. However, it can be hard to differentiate between personal and professional (or volunteer) life when communicating.

These guidelines do not relate to any social media accounts where an individual has not identified herself as a member, volunteer, staff member or other affiliate, or any time when the author is clearly communicating as an individual with no reference or ties to the her role with Westwinds Music Society.

## Additional Considerations

The terms outlined in this document are not exhaustive. Users must take care and use good judgment when publishing/sharing information on social media.

If you see any activity on social media (or the Internet at large) that violates these guidelines, please report the incident to Westwinds Music Society ([socialmedia@westwindsmusic.org](mailto:socialmedia@westwindsmusic.org)) and describe in detail the interaction with references to the account and screenshots when possible.

These guidelines are not optional. Westwinds Music Society members, staff and volunteers are required to follow the standards outlined in this document. Action may be taken for individuals that breach guidelines.