

## ASTTBC Social Media Policy

<b>Policy Subject</b>	<b>ASTTBC Social Media Policy</b>
<b>Policy Section</b>	-
<b>Policy Number</b>	<b>V1.0</b>
<b>Approving Authority</b>	<b>ASTTBC Board</b>
<b>Revision</b>	
<b>Approved Date</b>	<b>September 21, 2023</b>
<b>Responsible Officer</b>	<b>Chief Executive Officer (CEO)</b>
<b>Next Policy Review Date</b>	

### 1.0 REASON FOR POLICY

- 1.1** This policy aims to demonstrate that the Applied Science Technologists and Technicians of British Columbia (ASTTBC) is proactively welcoming positive and respectful discussions on their social media channels, as well as those of their stakeholders, including registrants and volunteers, to ensure interactions are safe and follow polite discourse.
- 1.2** It is the duty of ASTTBC to serve and protect the safety, health, and well-being of the public and environment and to exercise its power and discharge its responsibilities under all enactments in the public interest, including on social media platforms.
- 1.3** This policy is designed to advise ASTTBC staff, Board of Directors, committee members, volunteers, and others acting on behalf of ASTTBC, including those under contract to ASTTBC, and any qualified individual appointed to assist the Board or a committee, in ensuring any decisions made involving social media channels/posts are based on the public interest and are in accordance with the general duties and responsibilities of ASTTBC.

### 2.0 APPLICABILITY

- 2.1** This policy applies to:

ASTTBC staff, Board directors, committee members, volunteers, and others acting on behalf of ASTTBC, including those under contract to ASTTBC, and any qualified individual appointed to assist the Board or a committee in carrying out their statutory duties, all of whom are entrusted with powers, which they are to use in furtherance of ASTTBC’s mandate, duties, and object.

## 3.0 POLICY STATEMENTS

### 3.1 Definitions

#### 3.1.1 For the purpose of this policy:

“Social media” is defined as any, and all, current platform/channel including blogs, wikis, social networking sites, photo-sharing sites, instant messaging, video-sharing sites, podcasts, widgets, virtual worlds, and more, that allow users to have conversations, share information and create online content and any and all future modalities that allow the use and exchange of user-generated content.

“Social media user” is defined as someone who creates, shares, and/or exchanges information and ideas using social media platforms.

**3.2** Only authorized ASTTBC staff may publish content on ASTTBC social media channels.

**3.2.2** ASTTBC board members, committee members and staff who have a social media presence in a personal capacity or on behalf of another organization outside of their role and relationship with ASTTBC must not comment on or post original content that could be perceived as an official act or representation of ASTTBC. Retweeting, quote tweeting, or forwarding original content posted by ASTTBC is acceptable.

**3.3** ASTTBC social media moderators will not tolerate comments that are offensive or harassing in their approach. ASTTBC will remove third-party links that point users to anything other than credible resources and may remove comments that contain claims that cannot be easily verified.

**3.4** Information that is shared/discussed during ASTTBC meetings, including open session meetings, is not to be shared on social media channels without the approval of the ASTTBC Board or the ASTTBC communications manager.

**3.5** ASTTBC registrants, the Board of Directors, and others acting on behalf of ASTTBC including those under contract to ASTTBC, and any qualified individual appointed to assist ASTTBC or a committee in carrying out their duties, have a responsibility to report inappropriate social media posts made to/about ASTTBC, to the Board.

**3.6** ASTTBC reserves the right at any time, and in its sole discretion, to monitor, block, report and/or remove any comments that abuse the following conditions:

- Contains profanity, is discriminatory, hateful, defamatory, racist, sexist, or obscene.
- Breaches privacy of ASTTBC stakeholders.
- Contains personal attacks.
- Contains the promotion of a person, group, politician, political party, event, or organization or contains advertisements in any way.

- Jeopardizes safety of ASTTBC stakeholders.
  - Brings the profession of applied science and engineering technology into disrepute
  - Includes dialogue that could violate confidential topics.
  - Invades someone's privacy or impersonates someone.
  - Spreads disinformation, or harmful advice.
  - Constitutes spam, promotes services or products.
  - The post is off-topic and/or contains excessive links or code.
  - The post encourages conduct that may or would constitute a criminal offence or give rise to civil liability, or that otherwise violates any local, provincial, national or international law or regulation anywhere in the world.
  - The post is contrary to the principles of the Canadian Charter of Rights and Freedoms.
- 3.7** Retweets (RTs), quotes, shares, likes, about ASTTBC do not imply endorsement on the part of ASTTBC.
- 3.8** To protect privacy, and the privacy of others, please do not include personal information including phone numbers, email addresses in post or comment. Please do not share personal information about others, including pictures, videos, unless you have the appropriate consent. All content posted will be received with the assumption that the person who posted it holds the necessary rights to that consent.
- 3.9** ASTTBC is not responsible for the accuracy, completeness, timeliness, or reliability of content posted by others on social media channels. If a third party uses this content, they will agree to indemnify and hold ASTTBC harmless from all third-party claims, demands, actions or costs arising out of use of these sites.
- 3.10** All content created and/or posted by a social media user to an ASTTBC social media page are the opinion of the user, not ASTTBC. Users are fully responsible for the content posted.
- 3.11** ASTTBC may seek permission to use and distribute third-party comments/content.
- 3.12** ASTTBC social media channels are monitored from 8:30am-4:30pm, Monday to Friday.