

 BOARD POLICY	Policy Name: Social Media	Policy Number: 1.5	
	Approval Signature:	Section: Administration	Page 1 of 3
	Supersedes:		
	Approved by Board: June 23, 2025	Next Review Date: 2027	
	Policy Contact (Position): Executive Director	Name of Responsible Committee: Executive Committee	

SOCIAL MEDIA POLICY

1. PURPOSE

The Northern Association of Community Councils Inc. (NACC) recognizes that social media use is widespread and that employees, Board members and member communities use social media to communicate and interact with others. This Policy is intended to safeguard NACC's brand reputation and encourage employees and Board members to use social media responsibly by setting out expectations around proper online conduct.

2. AUTHORITY

Under NACC By-laws, directors may adopt, amend, or repeal policies relating to the governance, management, operation, and affairs of the Corporation that are not inconsistent with the NACC's By-laws, as the directors may deem appropriate from time to time.

3. POLICY

(a) Scope

This Policy applies to all employees and Board members of NACC.

(b) Definitions

For the purposes of this policy,

"Social Media" means forms of electronic communication (such as websites for social networking and microblogging) through which users create online communities to share information, ideas, personal messages, and other content; includes but is not limited to LinkedIn, Twitter, Facebook, Instagram, YouTube, and any other similar means of communication.

“Use” Includes posting content or viewing the posts of others, sending/reading messages, watching videos, and any other similar use by means of computer, mobile phone, or any other device.

“Sensitive, Private, or Confidential Business Information” means Information, knowledge, or data of any nature and in any form relating to the past, current, or prospective business or operations of the NACC that, at the time(s) concerned, is non-public information.

(c) Policy Statement

- (i) When using social media, employees must conduct themselves in accordance with the following rules and expectations:
 - (1) Be aware that others will associate you with your employer when you identify yourself as such.
 - (2) Do not post or share comments about a co-worker, client, contractor/vendor, community, government department that could be perceived as critical, offensive, harassing, threatening, retaliatory, or discriminatory.
 - (3) Do not post or share sensitive, private, or confidential business information.
 - (4) Do not express opinions which claim to be the opinion of the NACC. Any personal blogs should contain a disclaimer that the views expressed on it are personal views of the author only.
 - (5) Do not post or share comments representing your own views about the NACC or any of its stakeholders.
 - (6) Do not upload photographs to social networking sites of yourself or any other employee taken in a work situation.
 - (7) Respect privacy. Never give out personal information.
 - (8) Ensure that you are always complying with your employment contract, and all other policies of the NACC.
 - (9) Even if you act with the best intentions, remember that anything you put on social media can potentially harm the NACC or be taken out of context.
 - (10) Always respect others. Do not use ethnic slurs, personal insults, obscenity, or engage in any conduct that would not be acceptable in our workplace. Show proper consideration for the privacy of others and for topics that may be considered objectionable or inflammatory (like religion or politics).
 - (11) You may be legally responsible for the content you post, so respect brands, trademarks, and copyrights. Remember that social media sites and applications have access to and control over everything you have disclosed to or on that site or application. Any information might be turned over to law enforcement without your consent or knowledge.
 - (12) Use strict privacy settings on all social network profiles.

- (13) Always exercise caution and common sense. If you are unsure whether a post is appropriate, speak to your manager.
- (14) If you accidentally put the Business's reputation at risk, or if you fall prey to an online attack, inform your manager immediately.

(d) Monitoring Usage

NACC may monitor your internet usage regularly and may undertake more in-depth monitoring where considered necessary. This includes monitoring the websites you visit, and any other matters referred to in this Policy.

(e) Contraventions of this Policy

Contraventions of the Policy may lead to disciplinary action up to and including dismissal.

4. MONITORING AND REVIEW

This policy will be reviewed every two (2) years by the Executive Committee or more frequently if required to ensure compliance with any changes in employment standards to ensure its continued relevance and alignment with the NACC's operations. Changes to the policy will be documented and communicated to the Board for approval.

5. BOARD ACCEPTANCE

This policy will be approved by the Board of Directors. The President / Chair of the Board will sign and date the policy to indicate its approval and adoption.

Reviewed: June 23, 2025

Revisions Approved: June 23, 2025