

OPERATING PROCEDURE XVII - Social Media

Purpose

This applies to all MASU employees, including Executives, part-time and full-time employees and other salaried student positions. This also applies to MASU volunteers, including all commissioners, coordinators, and committee members. This also applies to all other elected members of Council, those being voting members as defined by the by-laws, student Senators, and student Board of Regents representatives.

This specifically contemplates the use of blogs, Twitter, and Facebook, as these are presently the most popular tools of social media. However, the general principles established also extend to other avenues of social media.

This pertains to councilors, volunteers and employees operating in an official capacity, and does not extend to personal accounts.

Principles

- 1) Transparency:** When posting comments or material related to your employment, volunteer or elected responsibilities with the MASU in an official capacity, you must identify your relationship to the MASU.
- 2) Accuracy:** When publishing information related to the MASU in an official capacity, ensure that you provide accurate information and clearly identify the source of that information. Also, keep commentary focused on your area of responsibility or expertise.
- 3) Non-Discrimination:** Do not transmit messages with derogatory remarks about a person's race, colour, sex, age, disability, religion, national origin, physical attributes and/or sexual preference.
- 4) Professionalism:** While using social media as a MASU employee, volunteer or elected official, ensure your profile and content is consistent with how you would represent yourself with colleagues and clients.
- 5) Confidentiality:** No messages disclosing sensitive, confidential, restricted, nonpublic, or proprietary information involving trade secrets can be transmitted over social media.

SEPARATION OF PERSONAL/WORK ACCOUNTS

If employees or volunteers use social media accounts in their capacity with the MASU, then it is expected that a dedicated account be created that is separate from an employee, volunteer or elected official's personal accounts. All official MASU social media accounts will be authorized and created at the discretion of the MASU Executive Committee.

Council Conduct

Staff members, volunteers and elected officials should not use their personal social media accounts to comment upon MASU related topics while in council. Commentary upon MASU related topics while in council shall be the responsibility of those with authorization to utilize official MASU social media avenues.

OWNERSHIP

MASU social media accounts are property of the MASU. Employees, volunteers and elected officials have no ownership rights over content posted to social media accounts, account followers, or any other materials. The MASU may transfer accounts to other individuals, or may delete accounts upon the departure of an employee, volunteer or elected official as per established procedures.