

## Policy statement

The purpose of this policy is to give guidance to members of the Foundation who post on, monitor, and control the social media channels and platforms used by the Foundation. This policy also broadly indicates the ways social media shall be used to achieve and conform to the Foundation's mission.

## Definitions

**Social Media channels** means blogs, micro-blogs, wikis, social networks, social bookmarking services, user rating services and any other online collaboration, sharing or publishing platform, whether accessed through the web, a mobile device, text messaging, email or other existing or emerging communications platforms. ([Law Insider](#))\*

**Social media platform** means any internet-based platform, including those which may be accessed through an app, through which users are able to create and/or share content that is accessible to members of the public, and includes, but is not limited to, sites such as Facebook, Instagram, Snapchat, TikTok, Twitter [X], Clubhouse, Pinterest, Tumblr, Google+, and YouTube. ([Law Insider](#))\*

**Monitor** means any person charged by the Foundation to surveille the Foundation's social media. This person may also be the social media Manager. This may be a rotating role, such that no one is overburdened with the task.

**Manager** means the person responsible for managing the social media for the Foundation. This person may be a volunteer or a director of the Foundation, and, in the context of social media activities, either is the Technical Director or reports to the Technical Director. The Manager may also be the Monitor.

**Technical Director** means the person responsible for managing the technical aspects of all devices, programs and platforms under the control of the Foundation (website, social media, laptop).

**Personal information** includes all information that could be useful for the purposes of identity theft. It may include information about memberships outside of the organization represented by the social media platform in question.

**Association** refers to the regulatory body Engineers Geoscientists Manitoba.

## Scope

This policy applies to the EGEF Board of Directors, contractors and volunteers, regarding all aspects of all the Foundation's social media.

This policy may be changed by the Communication, Membership and Fund-raising Committee and the Policy Committee, with final approval by the Board of Directors.

## Policy provisions

Posts and replies to posts can be made at any time by the Manager who may consult with the Technical Director; however, on issues that involve the Association (other than routine news or events) or topics that may be considered sensitive, the Manager and Technical Director shall consult with the Board by email. If the issue is complex, they should convene a virtual meeting with the Board.

\* **Law Insider: Tools to draft better contracts** © 2013-2024 is a "subscription-based contract database and resource center" that assists lawyers and business owners draft and negotiate contracts.

## Acceptable for posting

- Foundation news, announcements, events and campaign promotions
- Association news, announcements and events as deemed appropriate by the Manager and Technical Director and agreed upon by the Association
- Technological trends of interest to the audience
- Phenomena that require, or benefit from, engineering or geoscience interventions (e.g. climate change).
- Ethical issues in engineering and geoscience
- Diversity issues in engineering and geoscience
- Photos for which the Foundation has written permission to post and which are attributed either on the photo directly or in the post
- Donor (member) names only where permission has been granted and documented, and only in the format in which the Donor has given permission (e.g. first name only, first name initial and last name, initials only)
- Dissenting points of view, provided they are based on fact and are not stated in an inflammatory fashion
- Official Foundation responses to situations of interest, with the consent of the Board
- Respectful language, “clean” humour, encouragement, kindness

## Unacceptable for posting

- Political views of any person, government or political party
- Information that cannot be verified
- Misinformation (i.e. “information” which is widely known to be false)
- Information from other sources that is not properly acknowledged or for which permission to post has not been obtained (see copyright)
- Recommendations of a professional technical nature that are specific to a situation or type of situation
- Photos that have been sourced online from other than a Creative Commons type of source; unattributed photos; photos for which the Foundation would be expected to have permission to post but does not
- Links to sites that violate this policy, links that don’t work and links to sites that are not acknowledged
- Vulgar or inflammatory language, slander, libel, discriminatory or racist comments
- Donor names where permission has not been granted and documented
- Personal information about any Foundation member (includes all donors and directors) or any other person
- Personal opinions of the Board, contractors and volunteers
- Foundation positions, Board deliberations, Foundation committee deliberations

## Responsiveness

- The Monitor shall be responsible, at established intervals, to check all social media sites for activity.
- Every effort will be made to respond within 4 hours, maximum, where a response is indicated (an enquiry, a post that needs refutation, a comment).
- A thoughtful and/or detailed post made by a member of the Foundation or the public should be responded to thoughtfully and in corresponding detail. The post may be referred to the President of the Foundation for response if the post has been made by a Foundation supporter (member).
- Where there is concern about a post made by a member of the public, every effort should be made to respond within 24 hours (if a response is appropriate) to allow for consultation with the Board, if necessary.
- Complaints will be handled by the Technical Director, who will consult with the Board if uncertain that the situation is potentially damaging to the Foundation.
- Potentially damaging posts will be removed.
- Misinformation will be addressed by the Manager and Technical Director.
- Posts by the public that are likely to become increasingly a nuisance (inflammatory, not observing guidelines for posting, damaging, misinforming) should not be responded to and should be removed.

## Copyright

- The Foundation shall require written permission to repost any of its content on other platforms.
- The Foundation shall not permit modification of its content.
- The Foundation shall allow announcements and events to be reposted, without comment.
- The Foundation shall adhere to copyright law in acquiring content to post on social media.

## Personal social media accounts

- Anyone associated with the Foundation shall not cause harm to the Foundation by any means on social media.
- Members of the Foundation may support the Foundation on their personal accounts, taking note of the policy boundaries.

## Procedure to rectify a policy violation

- The Technical Director will determine the severity of the situation.
- If indicated by the foregoing Policy Provisions, the Technical Director will bar people from using the site in accordance with the Provisions.
- The Manager and/or Technical Director may, in their sole discretion, remove any post that violates the provisions of the EGEF's Social Media Policy.
- The Technical Director will elevate any matter to the level of the Board when the Technical Director deems such action appropriate.

*v. 1 Approved January 10, 2024*

*v. 2 Approved June 19, 2024*