

NSGEU Policy Manual

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Section: Communications/Public Relations Date: April, 2011
Policy: Social Networking Revised Date: October, 2014

Preamble:

As NSGEU continues to grow in size, the ways in which members communicate with each other and non-members, continues to evolve.

Purpose:

To ensure NSGEU is protected from liability of any individuals' use of Social Networking Sites.

General Guidelines:

NSGEU only supports the use of NSGEU created and managed social networking accounts on sites such as "Facebook" and "Twitter", etc. which states:

"This is the official (website, twitter feed, Facebook page) of the NSGEU. NSGEU does not authorize the use of the NSGEU name logo or image for any purpose except with the express written consent of the President or Executive Director"

All such communications must be respectful, and mindful of potential discipline and liability issues.

In any electronic communications, including but not limited to websites or facebook posts, blogs, tweets and instant messaging, members shall refrain from speaking on behalf of NSGEU, unless specifically authorized by the President or Executive Director. NSGEU does not authorize the use of its name on any such communications, unless prior permission is obtained.

With liabilities in mind; the NSGEU requires all members to add this to their social media sites in which they identify themselves as a NSGEU Member: "The views expressed in all posts are personal views of the author and not authorized by the NSGEU."

Responsibility:

Material posted could be viewed by members, the Employer and the general public. As such, all content must be consistent with the Constitution and By-Laws of the Union, and with Union Policy. More particularly, content must respect the rights and privileges of members as set out in article 1-Section 9 of the Constitution. Article 9.1.3 states that every member in good standing is entitled:

To be free from discrimination, interference, restriction, coercion, harassment, intimidation or disciplinary action exercise or practice by a Member with respect to another Member, both within the union and in the workplace, by reason of age, sex, race, religion, colour, creed, ethnic, national or aboriginal origin, sexual orientation, physical or mental disability, family status, an irrational fear of contracting an illness or disease, marital status, political belief, affiliation or activity, source of income, that

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individual's association with another individual or class of individuals having characteristics referred to above within the affairs of the union and in their occupation in accordance with the Nova Scotia *Human Rights Act*.

Jurisdiction:

NSGEU reserves the right to clarify content posted should it determine, in its sole discretion that such content does not appropriately reflect the values of the NSGEU and the labour movement, NSGEU Constitution and By-Laws or Union Policy or rights of members as set out above.

Disclaimer:

In posting content, NSGEU members may subject themselves to discipline, lawsuits or criminal charges if they engage in any of the following:

- Violate an employer's confidentiality policy
 - I. Example: Unauthorized disclosure of confidential information relating to corporate affairs, clients, patients, coworkers.
 - II. Example: The unauthorized posting of photographs containing confidential information relating to corporate affairs, clients, patients, coworkers.

- Harm, or do something that is likely to harm, the company's reputation
 - I. Example: Making insulting, scandalous, rude, insubordinate or insolent comments about the workplace, this includes comments about management, coworkers, clients, and the company's services or products.
 - II. Example: Posting racist, discriminatory or violent comments.
 - III. Example: The unauthorized posting of photographs that may harm the company's reputation.

- Harm, or do something that is likely to harm, the employer's operations
 - I. Example: Gossip and other unprofessional postings can cause strife and disruptions among colleagues in the workplace.

- Breach the Canadian Criminal Code

- Act in a manner inconsistent with job obligations
 - I. Example: An employee charged (implicitly or explicitly) with customer or public relations should not air his private views about his employer, colleagues, clients, etc.
 - II. Example: A health care employee posts scornful comments about the services provided by her employer.