



## **SOCIAL MEDIA GUIDELINES**

Approval Date: October 27, 2023

Effective Date: Day 1 of Nanwakolas Social Media Feeds Being Active

## **Introduction**

1. This social media guideline is designed to help set the standards for how N<sup>a</sup>n<sup>w</sup>a<sup>k</sup>o<sup>l</sup>a<sup>s</sup> Council executive and staff administer and utilize social media for the benefit of the organization.
2. This document is a guide for the day-to-day operation of social media platforms and helps to outline the expectations, limitations, and proper usage of these platforms. This document will serve as a reference and working guide for all executive and staff.
3. As a guideline, this document is not expected to answer every instance you may encounter or to take away your problem-solving abilities. It is expected that your contributions, suggestions, and experiences will be valuable in improving and enhancing these guidelines, and we welcome your feedback.
4. This is a living document and may be altered at any time. We reserve the right to revise, supplement, rescind or add to this document as required. We will ensure you are advised of any changes.
5. We expect that our staff and contractors will understand and comply with the guidelines. We hope that the guidelines will contribute to an open, honest communication process and add to their sense of pride in working with this organization. If you have questions about the words or intent, please feel free to discuss them with your supervisor.

## **Background**

N<sup>a</sup>n<sup>w</sup>a<sup>k</sup>o<sup>l</sup>a<sup>s</sup> Council provides member First Nations with information services, technical support, coordination, and advice, to assist them in their decision-making and work. Through the N<sup>a</sup>n<sup>w</sup>a<sup>k</sup>o<sup>l</sup>a<sup>s</sup> Council, the member nations come together in a spirit of working together. It is with this spirit of cooperation in mind that we are designing social media guidelines that are based in honour and respect.

We strive to create a welcoming space for all our staff, community members, and guests on our territory. We believe that every person has a right to a safe working environment, and this includes our online environment. **N<sup>a</sup>n<sup>w</sup>a<sup>k</sup>o<sup>l</sup>a<sup>s</sup> Council has a zero-tolerance policy towards any bullying or intimidation, including harassment, intimidation, lateral violence, and any similar behaviours. This includes online behaviour.**

## **Purpose**

N<sup>a</sup>n<sup>w</sup>a<sup>k</sup>o<sup>l</sup>a<sup>s</sup> Council has engaged social media accounts to convey information, connect with one another, and foster the exchange of ideas. On these platforms we aim to create a safe space where users can connect with one another without the fear of intimidation. In this regard, we have created the N<sup>a</sup>n<sup>w</sup>a<sup>k</sup>o<sup>l</sup>a<sup>s</sup> Council Social Media Guidelines to provide guidance for conduct and engagement when using these platforms. We ask that you familiarize yourself with these guidelines before participating in these social media platforms.

## **Guidelines for administering social media accounts**

In the spirit of collaboration, N<sup>a</sup>n<sup>w</sup>a<sup>k</sup>o<sup>l</sup>a<sup>s</sup> Council strives to create informative, engaging, and supportive social media forums where we can share information and have meaningful dialogue.

Staff and contractors may be involved in moderating, encouraging dialogue, and responding to questions on social media and blogs as part of their job. Posts should adhere to the general guidelines and rules listed below.

## **General Guidelines**

- **Zero tolerance for trolling:** hateful speech, use of profanity, vulgarity and inappropriate images will be immediately deleted.
- **Be respectful:** be respectful of the rights and views of others, be willing to agree to disagree and move on.
- **Focus on the topic:** keep posts and comments focused on topic under discussion and value add. Avoid redirecting the dialogue through comments focused on personal or character attacks. Delete posts that become toxic or hateful.
- **Private contact information & details:** Keep your private contact information and others out of your posts.
- **No privacy on social media:** remember that generally, posts and comments on public feeds and accounts are not private. Remember any information you share on a public social media site or feed may be stored and accessed at any time, so please do not post anything that you do not want others to see or know about.

Please be advised that N<sup>a</sup>nwa<sup>k</sup>olas will not tolerate, and reserves the right to **hide or delete** any posts or comments on our social media platforms that in our view are:

- defamatory to N<sup>a</sup>nwa<sup>k</sup>olas, its staff members, board and executive;
- socially insensitive;
- discriminatory either explicitly or by implication, which promote hate or seek to diminish or ridicule a person or group of persons;
- racist, xenophobic, homophobic, sexist, or otherwise vulgar in nature;
- emotionally or physically threatening;
- disruptive to the community; or
- promoting non-healthy or illegal activity.

### **Guidelines for utilizing social media accounts**

All staff, contractors and board members should follow *N<sup>a</sup>nwa<sup>k</sup>olas Social Media General Guidelines* on and off the job.

N<sup>a</sup>nwa<sup>k</sup>olas staff and contractors can re-post information directly from N<sup>a</sup>nwa<sup>k</sup>olas social media sites. N<sup>a</sup>nwa<sup>k</sup>olas staff and contractors must **refrain** from creating or posting any original posts about N<sup>a</sup>nwa<sup>k</sup>olas for their personal sites.

During any non-work-related online activity (i.e., Tweeting, blogging, participating in chat rooms or other social media forums, such as Facebook or Instagram) staff and contractors must **not discuss** N<sup>a</sup>nwa<sup>k</sup>olas Council, its relationships, their personal opinions or speculate about staff, clients, members, policies, services, strategies, or performance in a negative light.

Their personal views are not to be presented as being those of N<sup>a</sup>nwa<sup>k</sup>olas. The rules apply whether they are using their own computer systems or whether they believe their statements to be 'private' and whether their online activities are taking place outside of work hours.

Everyone accessing our social media accounts has the right to feel safe, comfortable and enjoy engaging and connecting on social media. Always be respectful of others and have fun.

## **Social Media Posting Procedure**

1. Comm's team staff member crafts relevant social media post and/or receives potential post information from other staff that is related to Nanwakolas Council's work, announcement, or other pertinent event
2. Draft post is created by designated comm's person
3. Executive Director reviews draft post
4. If approved, content is uploaded to relevant sites
5. Nanwakolas staff members may share original post

## **Disclaimers** <sup>i</sup>

Please be advised that Nanwakolas reserves the right to ban any user from our pages without prior written notice or consent for violations of our Social Media Guidelines. Posts and comments expressed on Nanwakolas social media accounts belong to the individual, respective contributors only and do not represent the views, policies, or positions of the Nanwakolas Council.

Nanwakolas is not responsible for unanswered posts on social media platforms, or for inaccurate information posted by other individuals.

### References:

WLFN Employee Human Resources Policy Manual (2020)  
Musqueam Indian Band Social Media Guidelines (2020)  
BDC Social Media in the workplace: what to include in a social media policy

---