

DEFINITIONS

1. The following terms have these meanings in this policy:

“Social Media” – are online platforms for social interaction, networking, and relationships that include the various online technology tools that enable people to communicate easily via the internet to share information and resources. Social media can include text, audio, video, images, podcasts, and other multimedia communications. Examples of social media platforms are: internet forums, weblogs, social blogs, micro blogging, wikis, social networks, and podcasts. Social media network websites, include sites like *Facebook, Instagram, Flickr, LinkedIn, Twitter, YouTube*, etc.

“AUC Staff or Elected Officials” – all individuals employed by Alberta Underwater Council (AUC) and/or elected Board of Directors of AUC, and/or committee members, individuals or companies appointed or hired by AUC.

“AUC Members” Individuals or Families registered with AUC through membership and/or affiliation with the Council via AUC

Member Clubs: either affiliated scuba or underwater sports clubs.

PURPOSE

1. Emerging online collaboration platforms are fundamentally changing the way we engage with each other. AUC recognizes that there is value in online social media tools for connecting with members, friends, supporters and volunteers.

2. The purpose of this policy is to serve as a guide of how AUC Staff/Elected Officials” and AUC Members should conduct themselves while using social media platforms.

GUIDELINES

1. **Protect your own privacy.** Members should recognize that they are personally responsible for the content they publish on social media sites. Be mindful of posting information that you would not want the public to see; what you publish is public and will be for a long time, so consider the content carefully and also be cautious about disclosing personal details.

2. **Be Honest.** Do not blog anonymously, using pseudonyms or false names. We believe in transparency and honesty. Use your real name and, where relevant, identify your role with Alberta Underwater Council when discussing AUC related matters. Do not say anything that is dishonest, untrue or misleading. If you have a vested interest in something you are discussing, point it out; but you must make it clear that you are speaking for yourself and not on behalf of the AUC.

3. Be mindful of your status. Members and especially Board Members must use common sense in disclosing information about AUC and others; and adhere to all applicable policies, namely code of conduct, conflict of interest and confidentiality.

4. Respect your audience. The public in general and our members reflect a diverse set of customs, values and points of view. Language on social networking sites is very casual; don't use comments, contents or images that are disparaging, discriminatory, harassing, libelous, or engage in any conduct that would not be acceptable in a normal workplace. Show proper consideration for other's privacy and for topics that may be considered objectionable or inflammatory.

5. Try to add value. Provide worthwhile information and perspective. If you make an error, be up front about your mistake and correct it quickly. If you modify an earlier post, make it clear that you have done so. If you are accused of posting something improper, deal with it quickly – best to remove it immediately. If you see misrepresentations made about AUC or its affiliates, you may point that out; but do so with respect and with the facts. Make sure what you are saying is factually correct.

6. Use your best judgement. Remember that there are always consequences to what you publish. If you are about to publish something that makes you even the slightest bit uncomfortable, review the suggestions above and think about why that is.

CONSEQUENCES

1. Unacceptable content, if brought to the attention of AUC, may give rise to discipline in accordance with AUC Bylaws or the AUC Social Media, Privacy, Code of Conduct, and Harassment Policies, etc.
2. Any AUC ruling made by the Board of Directors shall be final with no right of appeal.

Responsibility of Management – Procedures for AUC's Social Media Policy

1. Once a complaint is received, it will be kept strictly confidential. An investigation will be undertaken immediately and all necessary steps taken to resolve the problem. If appropriate, action taken may include conciliation.
2. Record actions taken (if any)