

Social Media Policy

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The logo for CFUZ, featuring the letters 'C', 'F', 'U', and 'Z' in a bold, white, sans-serif font. The letters are set against a solid orange background that forms a horizontal bar across the bottom of the page. The 'C' is the largest, followed by 'F', 'U', and 'Z'.

Peach City Community Radio Society

Social Media Policy

1. Introduction

This policy governs the publication of and commentary on social media by members and volunteers of the Peach City Community Radio Society (CFUZ). Social Media, for purposes of this policy, includes but is not limited to, blogs, wiki's, social networking sites such as Facebook, LinkedIn, Twitter, Instagram, YouTube and the Society's website www.peachcityradio.org. This policy is in addition to any existing or future policies regarding the use of technology, computers, email and the internet for staff and board of directors, members and volunteers under CFUZ bylaws.

The Peach City Community Radio Society values the benefits of social media to build meaningful relationships with its members, station volunteers, partners, stakeholders and the public. Social media is and has always been an important component in station promotion and recognition in the community. CFUZ members and volunteers are encouraged to actively participate in social media for the general benefit of the station.

This policy applies to all uses of social media, but specifically in the following two circumstances:

1. CFUZ members/volunteers who are given official designation by the Board of Directors to complete social media work on behalf of the station, using the established CFUZ platforms.
2. CFUZ members/volunteers who include CFUZ mentions in personal posts or in personal radio show accounts.

2. Account Setup

Official Peach City Community Radio Society social media accounts and their settings will be created and maintained by the Communications Director (info@peachcityradio.org). All new accounts must be approved in advance by the Communications Director for proper housekeeping purposes. Accounts are the property of CFUZ, and not its employees or volunteers. As such, a record of all accounts, logins and passwords must be maintained by the Communication Director and passed on to new volunteers when necessary.

Currently, in addition to the Peach City Radio website, CFUZ maintains accounts on the following platforms:

- Mailchimp - “e-Cast” newsletter
- Facebook - CFUZ Peach City Radio and Okanagan Vinyl Fest
- Twitter - @peachcityradio and @okvinylfest
- YouTube - Peach City Radio
- Instagram - @OKVinylFest

Personal radio program related social media accounts may be set up with guidance from the Programming Committee.

All accounts should provide details informing anyone interacting with the account to understand who they are in communication with, as well as directions for obtaining additional station information.

3. Respect

All uses of social media must follow the same code of conduct that CFUZ employees, programmers and Board of Directors must otherwise follow.

The public in general, the Peach City Community Radio Society Board of Directors, members, employees and contractors reflect a diverse set of customs, values and points of view. When posting on or in conjunction with the CFUZ social media sites, be mindful of the Society code of conduct, bylaws, and the unique and diverse character of the station.

All social media activity must be polite and respectful of other people's opinions, even in times of online debate. PLEASE:

- no ethnic slurs
- no offensive comments
- no defamatory comments
- no personal insults or obscenities
- no objectionable or inflammatory statements
- no use of personal information without explicit permission
- no sharing of confidential information such as un-released events, plans, financial information, research or private society details.

Professionalism and quality control must be maintained in all CFUZ online

communications platforms. PLEASE INCLUDE:

- proper grammar and syntax
- a professional style
- respect for laws governing copyright and fair use or fair dealing of copyrighted material owned by others, including the Peach City Community Radio Society's own copyrights and brands.
- credit for photos or short excerpts for the work of someone else. It is good general practice to link to others' work rather than reproduce it.

Above all, be mindful of the importance of maintaining a positive CFUZ reputation.

4. Responsibility

Each CFUZ member or volunteer involved in social media is responsible for:

- Reading and understanding the Social Media policy
- Consulting with programmers, members, volunteers and Directors about the application of the Social Media Policy as required
- Maintaining high expectations for all current and new staff, volunteers, and programmers who utilize social media
- Reporting any issues to the Communications Director
- Acting on any issues or breaches

Discussion of controversial topics is permitted, as long as the content and manner completed follows the station's broadcasting guidelines, code of conduct and bylaws under CRTC Regulations.

If misrepresentations are made about CFUZ in the media, they should be reported to the Communications Director in the event that monitoring, action or follow-up is needed. The Board of Directors must act promptly when issues arise, and aim to deflate any escalating events at first notice.

Spirited debate is appreciated and encouraged under the CFUZ mandate; however, any comments that contradict this policy and other CFUZ policy or bylaw must be addressed immediately.

The following statement (or similar) should be applied to escalating circumstances online: "Thank you to all involved in this discussion, it is great to see spirited free-speech on this platform, however we ask that you be mindful of our Social Media policy, available here (www.peachcityradio.org/socialmedia) when posting on CFUZ online accounts".

If an error is made, be up front about the mistake and correct it quickly. If a post is modified, make it clear that it was done on purpose. If an accusation of improper posting occurs (such as use of copyrighted material or a defamatory comment), deal with it quickly. Report issues to the Department Chair or the Communications Director (info@peachcityradio.org) as soon as possible.

5. Policy Availability & Enforcement

Changes to the Peach City Community Radio Society Social Media Policy may be made with approval by the Board of Directors. This and all updated policies will be made available to the public via the website www.peachcityradio.org.

Material posted online that does not follow this Social Media Policy shall be removed promptly. The individual(s) involved will be informed of reason for removal or request for removal.

Policy violations by programmers, members or volunteers will be subject to disciplinary action, up to and including termination of membership.

Drafted by Andrew Drouin, Suzanne Mackinder and Jackie Del Rizzo, with assistance from the NCRA Policy Exchange.