

2.3.5 The Loop and Social Media

1. The purpose of this policy is to provide guidelines to the BCIT FSA staff and Directors in their use of and presence on the BCIT Loop platform, as well as other social media platforms including Twitter, Facebook, LinkedIn, Flickr, and others.
2. This policy applies to both BCIT FSA Staff and the BCIT FSA Board of Directors.
3. The preferred means of communicating messages about the FSA and for FSA members is through the FSA website and by linking to the FSA website.
4. The Loop provides the FSA, its staff, and Directors with an opportunity to share information with the BCIT community, build relationships, and bring attention to the union. The Loop is an appropriate vehicle for regular communication about FSA activities to members and the BCIT community.
5. Twitter, Facebook, LinkedIn, Flickr, and other social media platforms not listed here can provide the FSA, its staff, and Directors with an opportunity to share information and build relationships with both the BCIT Community and the general public.
 - 5.1. Communicating information about FSA activities on these social media platforms should not replace communicating through the FSA website and The Loop.
 - 5.2. Directors and staff must expect that all social media postings, including those in Private groups in The Loop, may be viewed by management. The simplest of statements may have unintended and damaging consequences that could remove or limit the rights of the FSA and its members or create a liability for the Association.
 - 5.3. Accordingly, any content posted by a Director or staff member on behalf of the FSA in The Loop or on other social media or in the FSA Private Loop group should not address: employment and labour relations matters, union matters, bargaining, or the actions of BCIT management (hereinafter referred to as “sensitive topics”).
6. FSA Directors or staff may post content pertaining to public news, education, events, activities, and other matters not related to sensitive topics provided that they do not indicate in any way that the post is presented on behalf of the FSA or as an officer of the FSA.
7. Directors and staff will refrain from initiating or continuing conversations on The Loop relating to sensitive topics, except to refer others to the FSA website.
8. The FSA shall create and maintain a ‘BCIT Faculty & Staff Association’ group in The Loop.
 - 8.1. The group will be visible in search results but membership will be by request (it will be a “Private” group).

- 8.2. Content and activity in this group will only be visible to members of the group.
 - 8.3. The FSA Executive Director, President, and Member Engagement Officer will be joint administrators of the group.
 - 8.4. The group will include clear direction for members to guide them to the FSA for sensitive topics.
 - 8.5. The group administrators will moderate any posts relating to sensitive topics, and will immediately delete those posts in The Loop and privately refer the author to the FSA website or office.
9. The FSA can create and maintain other official social media accounts, such as a 'BCIT Faculty & Staff Association' Twitter account, Flickr account, Facebook page, and LinkedIn group.
 - 9.1. In each case it should be clear to users whether the account, page, or group is publically visible or visible only to 'friends', group members, or some other form of limited audience.
 - 9.2. The FSA Executive Director, President, and Member Engagement Officer will each have administrator access to the account, page, or group.
 - 9.3. Each account, page, or group will include a prominent link to the FSA website for official communications and information.
 - 9.4. Each account, page, or group will include clear direction for members to guide them to the FSA for sensitive topics and for bargaining questions.
 - 9.5. The account, page, or group administrators will moderate, where possible, any posts relating to sensitive topics and will privately refer the author to the FSA website or office.
10. Each FSA staff member can elect to have a presence on the Loop. Only the Executive Director and the Member Engagement Officer are required to maintain such a presence.
 11. Staff members are not required to maintain any other social media presence relating to the FSA.
 12. Directors shall only identify themselves as such when posting in The Loop on behalf of the FSA.
 13. Directors shall only post on behalf of the FSA in The Loop with the express agreement of the FSA President or Executive Director.

Revision History

Date	Revision (Brief description)
February 2015	New policy – approved by the Board