



Social Media Policy

Strong Start® Charitable Organization is committed to protecting the privacy of the personal information of its employees, volunteers, members, children, parents/guardians, donors, partners and other stakeholders, by following responsible information handling practices in keeping with privacy laws on our social media platforms. We value the trust of those we deal with, and of the public, and recognize that maintaining this trust requires that we be transparent and accountable in how we treat the information that you choose to share with us.

This policy governs the publication of and commentary on social media by employees of Strong Start Charitable Organization ("Strong Start") and other individuals engaged with Strong Start including volunteers, members, children, parents/guardians, donors, and other stakeholders. For the purposes of this policy, social media means any facility for online publication and commentary, including, but without limitation to blogs, wikis, and social networking sites such as Facebook, LinkedIn, Twitter, Instagram, SnapChat, Flickr, and YouTube. This policy is in addition to and complements any existing or future policies regarding the use of technology, computers, e-mail and the internet. This policy is in addition to and complements Strong Start's Privacy Policy.

Strong Start employees, volunteers, members, parents/guardians, donors, partners, and other stakeholders are free to publish or comment via social media in accordance with this policy. Strong Start employees specifically are subject to this policy to the extent they identify themselves as a Strong Start employee (other than as an incidental mention of place of employment in a personal blog on topics unrelated to Strong Start). Publication and commentary on social media carries similar obligations to any other kind of publication or commentary.

All uses of social media must follow the same ethical standards that Strong employees, volunteers, members, parents/guardians, donors, partners, and other stakeholders must otherwise follow.

Social Media Management

Strong Start's social media platforms are maintained and monitored by Strong Start's Development and Communication Officer. Comments that contain confidential information, are not consistent with Strong Start's brand, or are deemed unethical, offensive, or untrue will be removed in accordance with this policy.

For Strong Start employees, assistance in setting up social media accounts and their settings can be provided by Strong Start's Development and Communications Officer. Social media identities, logon ID's and user names may not use Strong Start's name without prior approval from the Director of Operations and Development and Communications Officer. Permission to post from



Strong Start's official social media platforms must be provided by the Director of Operations and Development and Communications Officer.

Strong Start employees, volunteers, members, parents/guardians, donors, partners, and other stakeholders are encouraged to tag Strong Start in their posts or provide content/information to Strong Start's Development and Communications Officer. The Development and Communications Officer is responsible for determining whether the content is appropriate to be shared on Strong Start's official social media platforms. The Development and Communications Officer will engage the Director of Operations and/or Executive Director for content approval when necessary.

Confidentiality

It is perfectly acceptable for Strong Start employees, volunteers, members, parents/guardians, donors, partners, and other stakeholders to have a dialog in the community. It is not acceptable however to share confidential information.

Confidential information that is deemed inappropriate includes:

- Unpublished details about our programs, our organization, current projects or any private information on our stakeholders
- Names, photos and videos of children without written consent that this content can be used on social media
- Names, photos and videos of volunteers without written consent that this content can be used on social media
- Names, photos and videos of program partners or other stakeholders without written consent that this content can be used on social media
- Unpublished, private financial information

For more details on how this information is collected and managed, please see Strong Start's [Privacy Policy](#).

Respect for Audience

The public in general, and Strong Start's employees, volunteers, members, parents/guardians, donors, partners, and other stakeholders reflect a diverse set of customs, values and points of view. Comments, posts, or other material shared on social media that are in conflict with the Strong Start website or brand will be removed. This includes ethnic slurs, offensive comments, defamatory comments, personal insults, obscenity, and posts containing private information. Strong Start employees specifically are encouraged to be themselves, but to do so respectfully. They are encouraged to use their best judgement at all times. It is further noted that inappropriate conduct



on social media that is detrimental or reflects poorly on Strong Start, its staff or stakeholders may be cause for disciplinary action including dismissal.

Copyright Laws

It is critical that all material shared on social media respects the laws governing copyright and fair use of copyrighted material owned by others, as well as by Strong Start. Any articles or material posted, must be with permission granted from the author.

Controversial Issues

If a Strong Start employee sees misrepresentations being made about Strong Start in the media, they are asked to point this out to Strong Start's Executive Director. A formal response will be prepared and provided to the media outlet or commenter on social media from Strong Start's official social media platforms.

If an error is made on Strong Start's social media platforms, or by one of Strong Start's employees, the mistake must be corrected quickly. If an earlier post is modified, this must be made clear to ensure transparency. If someone accuses Strong Start or one of its employees of posting something improper (such as their copyrighted material or an inappropriate comment), it must be removed immediately.

Social Media Use on Work Time

Strong Start respects the privilege of each employee to engage social media on a personal level. Employees are asked to limit their use of personal social media during regular work hours to lunch and official breaks. Strong Start trusts employees to exercise personal responsibility and good judgement when they participate in social media for personal use. It should not have a negative impact on user productivity or efficiency.

Enforcement

Policy violations will be subject to disciplinary action, up to and including termination for cause.

Learning more about Strong Start's Social Media Policy

The most up-to-date version of this Social Media Policy is available on Strong Start's website www.strongstart.ca. This policy is also available in hardcopy at the Strong Start provincial office, a copy of which can be requested by contacting:



Strong Start® Charitable Organization

20 Crestview Place

Kitchener, ON N2B 0A2

Phone: (519) 743-9578

Fax: (519) 744-1997

Email: info@strongstart.ca

Concerns about social media activities

If individuals have a concern related to Strong Start's Social Media Policy, they can contact the Executive Director in writing using the above contact information. If the Executive Director is unable to resolve the concern, or if there are further questions, individuals may contact the Board Chair in writing.

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Approved by Strong Start Board April 25, 2017