



URFA Social Media Policy

Background

Social media is a great tool for URFA to have in its communications tool box. It allows URFA to communicate its message to the membership as well as members of the general public in an expedient and efficient manner; and can serve as a vital communications channel both in and outside of the bargaining process. Being active on social media allows URFA to connect with its members in a different manner and to participate in conversations around wider union and post-secondary issues across the country. The Social Media Policy/Best Practices are a guideline to ensure the prudent use of this communication channel and provide a foundation to guide decision making in response to emergent issues.

Policy

This policy will provide URFA employees guidance and best practices for the use of URFA social media accounts including Facebook, Twitter, YouTube, Instagram, and any other social media platforms which URFA may use.

- All URFA social media account passwords will be kept in the Passwords document on the URFA server.
- The Communications Officer and the Executive Director will have access to the official URFA social media accounts and will handle the professional use, monitoring, posting content, and responding to messages.
- In the absence of both the Communications Officer and Executive Director, other designated URFA staff will have access to the official URFA social media accounts.
- The URFA President and URFA Executive will not have access to URFA's social media accounts, but are encouraged to participate in online conversations and posts through their own personal social media accounts.
- While URFA encourages its Committees and Bargaining Units to engage people online and fully utilize all outreach tools at their disposal, they will not have their own URFA social media accounts. This is to ensure social media posts are consistent with URFA messaging. All URFA social media content is to be communicated through the main URFA accounts.
- If URFA committees and bargaining units have specific content they wish to have posted through URFA social media accounts such as the creation of a Facebook event, or promotion of an upcoming bargaining update meeting, they are to contact the URFA Communications Officer.

- If URFA committees wish to set up private groups on Facebook for posting and discussion, The URFA Communications Officer will create a page for them from the main URFA account.
- While URFA encourages discussion and debate, we reserve the right to moderate social media comments in order to maintain a respectful atmosphere. Comments on social media that contain profane language, personal attacks, or hate speech, or are clearly outside of URFA's purpose and objectives will not be tolerated and will be deleted. Repeat offenders will be blocked from viewing URFA social media pages.
- Social media accounts will be regularly monitored to ensure questions or comments are responded to in a timely manner and any inappropriate comments are removed.
- When posting to social media, best practices will be followed. Social media posts will be reflective of the purpose, objectives and collectivist values of URFA and its membership.

Social Media Procedures and Best Practices

- Social media accounts should be utilized consistently, in order to regularly engage members, the general public and the university community as well as to grow URFA's social media reach.
- Posts should be concise and clear.
- A variety of content should be posted including relevant news articles addressing campus issues/recognizing the work of URFA members, local union news, news from CAUT and other faculty associations, photos, interesting web links, etc.
- Regular posts should include posts educating members on their collective agreements, the grievance process, the work of URFA committees, pensions, bargaining updates, etc.
- Regular posts should include informing the public of issues URFA and its members face, the important work that URFA members do, and the role that URFA members play in carrying out the Mission of the University as well as the day-to-day operations of the institution
- URFA should respond to questions in a prompt and timely manner
- Facebook event pages for URFA events such as General Meetings shall be created and promoted regularly.
- Always remember that everyone can see what URFA posts, including University Administration. All posts should be reflective of the purpose, objectives and collectivist values of URFA and its membership.
- Is there a need for an exit strategy to determine when and how to shut down an official social media account?