

## **1. POLICY STATEMENT:**

A policy outlining the acceptable use and administration of MEA social media accounts.

This policy recognizes that MEA social media accounts may be used for several purposes including, but not limited to:

- Promoting MEA events, programs, and services
- Encouraging public engagement and comment on MEA issues; stimulating discussion
- Sharing information and/or Increasing access to information for specific audience segments
- Raising awareness
- Recruiting new MEA members

Interactions through MEA social media accounts must be given due consideration as it has the potential to have a vast reach into the public domain, which in turn may result in it having a major influence on the MEA communications strategies.

## **2. PURPOSE:**

To provide MEA members and/or the MEA social media account administrator(s) with:

1. direction and guidelines for using MEA social media accounts for official communications;
2. direction on managing the information assets that are produced and/or result from the use of social media; and
3. Terms of use for MEA members and the public interacting with the MEA social media in public comments sections.

## **3. DEFINITIONS:**

**Account Administrators** means the MEA's Member Services Coordinator and/or the Executive Director who are authorized to communicate and interact on behalf of the MEA through updating the content of the approved MEA Social Media Accounts; all other Account Administrators will be approved by the MEA's Board of Directors.

**Intellectual Property** means any intellectual or industrial property rights protected or protectable under the laws of Canada, any foreign country or any political subdivision of any country and includes moral rights, trade secrets, patent rights, rights in inventions, trademarks, trade names

and service marks, as well as applications for, and registrations, extensions, renewals and re-issuances of, the foregoing, in whatever form such rights may exist and whether registered or unregistered, in whole or in part;

**Intellectual Property Right** means the right to own or make use of Intellectual Property in accordance with applicable legislation governing the Copyright, Trade-marks, Industrial design and Patents and/or with the permission of the Intellectual Property Right holder;

**MEA Social Media Account** means an official MEA social media (LinkedIn, Twitter, Facebook, etc.) account that has been approved by MEA Executive Committee in accordance with this Policy for the purpose of communicating and interacting with the public;

**MEA** means Municipal Engineers Association, including all MEA members, committees and Board of Directors;

**Online Communication** means communication of information through the use of the internet and web-based applications using various social media platforms for any purpose including advertising email marketing and media (i.e. information sharing, marketing, engagement);

**Social Media** means web-based applications used for a variety of social interactions and information sharing accessed using a variety of computer technologies including desktops, smartphones and tablets. Applications are accessed through user pages or accounts and include networking, blogging, micro-blogging, photo, video sharing and webcasting; and

**Third-party websites** mean websites which are not owned or operated by MEA. Examples include Facebook, Twitter, Instagram and other web-based applications that can be used in conjunction with or accessed through Social Media.

#### **4. DESCRIPTION:**

A Social Media account offers the MEA the opportunity to participate and communicate with a larger audience using various Social Media discussion forums and communication platforms on a continual basis.

All proposed Social Media communications will be reviewed and may only be authorized through the Account Administrator(s) in accordance with this policy and any other documents listed in the Reference section.

## **5. USE OF MEA SOCIAL MEDIA:**

### **A. MEA SOCIAL MEDIA PUBLIC GROUPS (TWITTER, FACEBOOK, LINKEDIN)**

All MEA Social Media public pages/accounts shall be managed by the Account Administrator(s).

#### **Creating and Sharing Content**

Sharing content on MEA social media public pages is an exclusive duty of the Account Administrator(s). The following practices shall guide the Account Administrator(s):

- Be aware of any Intellectual Property Rights of others
- Do not post confidential or exclusive information about MEA, its members, or its services. Consult with Board of Directors if not sure.
- Directing people to third party content, it is generally better to provide a link to it, rather than copying it. (this can usually be made through the “*share* or *retweet*” option in most social media platforms)
- When choosing to use graphics to accompany a post, ensure it does not have any copy right infringement. (Create own graphics or use stock photos).

#### **Social Media Interactions**

Having a public page that represents the MEA allows any user of social media to interact with MEA Social Media Account/Page. To ensure that a social media page conveys MEA image in a proper way, the Account Administrator(s) shall take the following measures:

- Remove content that is found to violate this policy;
- Moderate interactions between MEA page and other social media users;
- Ensure that postings are consistent with applicable law (e.g. no defamatory comments or privacy breaches);
- Respond to sensitive comments about the MEA in social media (if not sure, consult with MEA Board of Directors); and
- Content or status updates that generate negative feedback from the public or feedback that is sensitive or controversial shall be reviewed with Board member to determine the appropriate course of action

### **B. MEA SOCIAL MEDIA CLOSED GROUPS (LINKEDIN GROUP):**

Contribution to the MEA LinkedIn closed group , through sharing opinion and posts, is open to all members of the group (Administrators and regular members). Contents shared by members in this closed group reflect the views of the individual that shared the content only.

**Users choosing to share any information (post/comment) accept the following responsibilities:**

- The content shared does not have any copyright infringement
- User is aware of any usage restrictions in place for any Third-party content and has appropriate permission to share the content
- User has obtained consent prior to referencing any individuals
- User ensure that the shared information is relative to the field of municipal engineering
- The shared content does not contain spam or is for commercial content
- Posting or commenting is considered consent by the user for other members to comment back

**Users shall refrain from the following:**

- Sharing content that contain personal attacks;
- disclose personal information of any third party;
- Share content that are libellous, hateful, abusive, obscene or threatening; and
- Promoting any business interest or commercial endeavour.

**Account Administrator(s)**

- Has full authority to remove any content, (post/comment), that does not follow the MEA policy without the need to notify the involved users, including content that is found to be infringing any Intellectual Property Rights of others.
- Ensures that the MEA profile and related content is consistent with how the MEA represents itself to the public and the MEA's values; and
- Ensures that postings are consistent with applicable law (e.g. no defamatory comments or privacy breaches);
- Moderates interactions between members in the group

**Approval Process for Requests to Join the LinkedIn Group**

- The LinkedIn Closed Group is exclusive to MEA Members.
- Requests to join the group will be evaluated and processed by the Group Administrator
- Non-MEA members requesting to join will be informed that "*The MEA group is exclusive to MEA members*" and shall be referred to follow the public MEA social media pages.

**6. SECURITY AND PRIVACY:****Managing Account Passwords**

The Account Administrator(s) must grant administrative access to the account to the MEA Executive Committee for maintenance and review. In the case where an Account Administrator retires from the position, the Executive Committee or their designate must immediately change all passwords (or remove retired Administrator from account admin list) and update the Social Media Account information to maintain control of the account. The Account Administrator must send the names of

the person designated to oversee each MEA Social Media Account along with login and password to the MEA Executive Committee who will maintain a master list.

### **MEA's Terms of Use**

MEA's Terms of Use agreement (Appendix A) or a condensed version must be posted on the LinkedIn Account

### **Privacy**

Under no circumstances is it appropriate to release personal or confidential information through the any of the Social Media accounts. If there is a breach, or perceived breach, of privacy or confidentiality on the part of a member onto the account, the Account Administrator(s) must be notified immediately.

## **7. RESPONSIBILITIES:**

### **MEA members:**

- All MEA members are expected to know and comply with this policy and will be required to review the corresponding terms and conditions before joining the LinkedIn Group.
- Report verbally or in writing to Account Administrator any violation of law, policy or guidelines as soon as they become aware of the violation

### **Account Administrators:**

- Ensure usage is within compliance ensure Account content is updated/managed in accordance with this policy and Board direction
- Maintain a list of Account Administrators, account logins and passwords
- Evaluate and process join requests for Closed Groups
- Change passwords if a member is removed as administrator and communicate the update to MEA Executive Committee in order to maintain control.
- Establish and maintain reasonable systems, procedures and controls to prevent and detect fraud, theft, breach of trust, conflict of interest, bias and any other form of wrongdoing

### **MEA Board of Directors:**

- Ensure that all new members are informed of the policy
- Review and confirm decisions regarding MEA Social Media Account including authorization of Account Administrator(s) as is required.
- Review policy contraventions and actions

**8. NON-COMPLIANCE WITH POLICY:**

Members who fail to comply with any part of this policy, or for any reason that is not required to be disclosed by the MEA Board of Directors, may be subject to removal from the MEA Social Media Accounts immediately. A member removed from Social Media Accounts may be reinstated through an application to the MEA Board of Directors a minimum of one (1) year following removal.

**APPROVAL INFORMATION****Board Approval Date:**

**Terms of Use (Appendix A)**

It is the policy of Municipal Engineers Associate that the following notice must be continuously and conspicuously posted on the LinkedIn Account

Disclaimer

Content The MEA and the designated page Administrator(s) reserve the right to delete, without notification, any objectionable content posted by the public. Any individual who repeatedly violates the terms of this policy will be blocked from posting to the respective page and reported to the respective social media platform.

Objectionable content includes, but is not limited to: personal attacks, harassment, threatening/defamatory/abusive/offensive/graphic/obscene/spam or is for commercial content /explicit/hateful/racist content or content that suggests or encourages illegal activity.

The appearance of external links on this page does not represent official endorsement by MEA.

Copyrighted Material

LinkedIn, Facebook and Twitter is a third party service provider that is collecting, storing, and managing your copyrighted material whenever you access and use social media. Please refer to the respective Terms of Service for particulars. Note that MEA has no control over what LinkedIn, Facebook or Twitter does with your copyrighted material.

Personal Information

LinkedIn, Facebook and Twitter is a third party service provider that is collecting, storing, and managing your personal information whenever you access and use social media. Please refer to respective Terms of Service for particulars. Note that MEA has no control over what LinkedIn does with your personal information.