



Social Media Policy - Personal Use

Policy owner: President

Audience: Executives, Board of Directors, URSU Staff, General Manager Approved: Board of Directors

Approved: April 6, 2021 Board Meeting

Last Reviewed: August 11, 2020

Review Schedule: April 2024

1. Introduction

The Student's Union of the University of Regina Inc. (URSU) strives to maintain a positive image in the community and has adopted this policy to ensure that our employees are aware of their responsibility to maintain a positive image as a representative of our organization. URSU employees, elected officials and volunteers that maintain personal social media pages (e.g. Facebook, LinkedIn, Blogs, Twitter, etc.) are expected to comply with the guidelines set out within this policy.

URSU employees are reminded that they continue to act as representatives of this organization outside of regular business hours and should conduct themselves in a manner that is appropriate.

2. Definitions

Social Media: forms of electronic communication through which users create online communities to share information, ideas, personal messages and other content (Merriam-Webster Dictionary). These include but are not limited to: Facebook, Twitter, LinkedIn, Instagram, Snapchat, WhatsApp, YouTube.

Employee: any person that is associated with URSU by way of work assignments, either paid or unpaid, including but not limited to full time staff, part time staff, casual staff, Executive Members, Directors and volunteers.

3. Policy

URSU employees that maintain personal social media pages or accounts are required to comply with the following guidelines as they relate to their association with URSU.



Employees will be held accountable for what they write or post on social media or internet pages. Inflammatory comments, unprofessional remarks or disparaging remarks made about the organization, its employees, members, officials, customers, vendors or competitors may result in disciplinary action, up to and including termination.

Employees should follow the guidelines below when making posts or comments on any social media site whether it is public or private.

1. Employees are expected to conduct themselves professionally both on and off duty. Where an employee publicly associates with the company, all materials associated with their page may reflect on the company. Inappropriate comments, photographs, links, etc. should be avoided.
2. Posts involving the following will not be tolerated and will subject the individual to discipline:
 - Proprietary and confidential company information;
 - Discriminatory statements or sexual innuendos regarding co-workers, management, customers, or vendors; and
 - Defamatory statements regarding the company, its employees, members, officials, customers, competitors, or vendors.
3. Elected officials have the liberty to clarify the facts surrounding issues related to URSU provided that they have clearly clarified that these are their personal opinions and that no confidential information is divulged. Where an employee mentions or makes reference to URSU, they will be required to include a disclaimer stating that any opinions expressed are the employee's own and do not represent the company's positions, strategies, or opinions.
4. Employees that use the sites are prohibited from disseminating any private organizational information therein, or any negative comments regarding the organization.
5. URSU employees are prohibited from speaking on behalf of the organization, releasing confidential information, releasing news, or communicating as a representative of the organization without prior authorization to act as a designated URSU representative.
6. Use of personal social media may not conflict with any of URSU's existing policies whatsoever. This includes (but is not limited to) the Standards of Conduct Policy, Confidentiality Policy, Social Media Policy – Corporate Use, and Media Statement Policy.
7. Employees are prohibited from using social media during regular working hours, employees should limit its use to official breaks, (i.e. meal breaks). The use of social media should not have a negative impact on user productivity or efficiency.
8. Company policies governing the use of Copyrighted Materials, corporate logos and other forms of branding and identity apply to electronic communications. Employees



are prohibited from using URSU protected materials (copyright material, branding and/or logo(s)) without prior express written permission.

9. URSU strictly prohibits the use of company owned computer resources for use in the illegal download or upload of copyright materials without express written permission, and authorization from the copyright holder.

This policy is not intended to interfere with the private lives of our employees or impinge on their right to freedom of speech. This policy is designed to ensure that URSU's image and branding are maintained.

Employees should abide by these guidelines whether they mention URSU by name or not. Even if the name is not mentioned in a post, it is possible a link can be made back to URSU, which can negatively affect URSU's reputation. Where a link can be made between a negative or inflammatory post and URSU, even if not named directly, the employee may be subject to disciplinary action.

Any employee who fails to follow the guidelines set out in this policy may be subject to disciplinary action up to and including termination of employment.

Customer Use

Employees should also be aware that many customers and person's present on URSU property frequently use mobile phones and other devices to take photographs or recordings. Employees should always represent the company in a positive and professional manner so negative images are not posted on social media sites of customers or visitors.

Employees who are photographed or recorded acting inappropriately or unprofessionally may be subject to disciplinary action, up to and including termination of employment.

4. Consequences for Non-Compliance

Improper or unprofessional use of social media may have a serious effect on URSU business interests, members, and community and University of Regina relations and the workplace in general and as such URSU will enforce the guidelines of this policy.

URSU Employees including Executive and Directors may face disciplinary action, up to and including termination of employment for violating the rules of this policy. Volunteers who fail to comply with this policy could be sanctioned by an appropriate URSU or University of Regina committee or governing body.



5. Related Information

Conflict of Interest and Conflict of Commitment Policy Social Media Policy – Corporate Use

Standards of Conduct Policy

Media Statement Policy

Harassment Policy