

COMMUNITY LIVING TORONTO

**POLICIES AND PROCEDURES
GENERAL MANUAL**

07-10-01
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Section	Subject	<u>Date Issued</u>
Public Relations & Fundraising	COMMUNICATION AND SOCIAL MEDIA	Nov. 2/10
		<u>Date Revised</u>

POLICY

Community Living Toronto has been growing its participation in social media to strengthen its brand and its connection to the people we support, their families and other stakeholders.

Social media sites are exciting new avenues for communication in our professional and personal lives. Staff and volunteers are encouraged to use social media tools to:

- Engage in the public awareness activities of the Association
- Keep up to date on information, issues and trends
- Participate in events and activities

Given the reach of the internet, it's important that when staff use these various media, basic procedures are followed that support our vision and mission, and protect not only the Association's reputation, but the people we support and their privacy. This policy applies to Association employees and volunteers when they participate in social media for work, and should also be considered if personal social media activities give the appearance of speaking for Community Living Toronto.

RESPONSIBILITY

Currently, Community Living Toronto has a facebook 'fan' page and a twitter account, twitter.com/cltoronto. These two accounts are maintained, along with the corporate website, by Public Relations staff. All official media, event and news related to the Association is promoted via Public Relations through those main social media streams.

When using social media tools, the following is prohibited:

- Using the Association logo and those of our partners on personal social media pages. If a page is being developed for a program or location, it should be discussed with Public Relations in advance.
- Posting photographs or personal information about individuals or their families on personal pages and accounts.
- Using social media for personal purposes on work time.
- Posting or discussing confidential information, including internal administration information
- Using social media tools in place of current business tools (e.g., SharePoint, outlook).
- Participating in any commentary or activity that could be considered libelous or discriminatory.

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More detailed information on the use of social media is found in the 'Social Media Guide'.

CONSEQUENCES AND DISCIPLINE

Failure to abide by the policy could result in consequences that range from:

- a warning of withdrawal of social media participation, up to and including termination of employment at Community Living Toronto.

Related Documentation:

07-10-01A Social Media User Guide
04-13-01 Computer Use and Security
05-05-01 Code of Conduct