

### Preamble:

To guide Pride Winnipeg managing members on how to use and manage social media profiles of the organization appropriately and provide caution for using personal social media profiles while being seen as a representative of the organization.

### Policy Statement:

Every day, people discuss, debate and embrace Pride Winnipeg and our community in many online conversations. We recognize the vital importance of participating in these online conversations and are committed to ensuring that we participate in online social media the right way. This policy has been developed to help empower our managing members to participate in this frontier of marketing and communications, represent our Organization, and share the optimistic and positive spirits of our brands.

This policy is intended to outline how our values should be demonstrated in the online social media space and how to guide a managing member's participation, both personally as well as acting on behalf of the organization.

### Procedures:

- 1) All managing members must review and sign the Pride Winnipeg Confidentiality Agreement.
- 2) Read the Online Social Media Principles document. This means that managing members must be familiar with:
  - a. Our Core Online Social Media Community Values
    - i. Transparency in every social media engagement.
    - ii. Protection of our members' privacy.
    - iii. Respect of copyrights, trademarks, rights of publicity, and other third-party rights in the online social media space, including with regard to user-generated content.
    - iv. Responsibility in our use of technology.
    - v. Utilization of best practices.
- 3) Our Expectations for managing members' Personal Behaviours in Online Social Media
  - a. Adhere to Organization policies.
  - b. Responsibility of one's own actions.
  - c. Being a scout for compliments and criticism.
  - d. Let the subject matter experts respond to negative posts.
  - e. Be conscious when mixing professional and personal lives.
- 4) Our Expectations for Online Spokespeople
  - a. Be given access to the organizations social media profiles by the Media & Communications Director.
  - b. Adhere to Organization policies.
  - c. Be mindful of Organization representation.
  - d. Fully disclose affiliation with the Organization.
  - e. Keep records.

- f. When in doubt, do not post.
- g. Give credit where credit is due and don't violate others' rights.
- h. Be responsible to your work.
- i. Remember that local posts can have global significance.
- j. A strong understanding that our Internet Footprint is permanent.

<b>DATE</b>	<b>AMENDED BY</b>	<b>APPROVED BY</b>	<b>VERSION NUMBER</b>