

### Preamble:

To guide Pride Winnipeg Festival 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 the Pride Winnipeg Festival 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 Festival Managing Member Standards of Behaviour Policy.
- 2) Read the Online Social Media Principles appended to this policy. This means that managing members must be familiar with:
  - a. Our Core Social Media Principles
    - 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 Stakeholder Relations Director or Vice-President, Community Engagement.
  - 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>VERSION NUMBER</b>	<b>APPROVED BY COM</b>	<b>APPROVED BY BOD</b>
<b>001</b>	2015-02-18	2015-02-26
<b>002</b>	2018-09-25	2018-09-27

## Online Social Media Principles

### Introduction

The Online Social Media Principles are intended to outline how these principles should be demonstrated in the online social media space and to guide your participation in this area, both when you are participating personally as well as when you are acting on behalf of the organization.

It is critical that we always remember who we are and what our role is in the social media community (to build up our community and brand). The same rules that apply to our messaging and communications in traditional media still apply in the online social media space; simply because the development and implementation of an online social media program can be fast, easy and inexpensive doesn't mean that different rules apply.

The organization encourages all of its volunteers to explore and engage in social media communities at a level at which they feel comfortable. Have fun, but be smart. The best advice is to approach online worlds in the same way we do the physical one – by using sound judgement and common sense, by adhering to the organization's values, and by following all other applicable policies and by-laws.

### Organization Commitments

The organization adheres strongly to its social media core principles, and we expect the same commitment from all organization representatives – including organization associates, volunteers, and members. Any deviation from these commitments may be subject to disciplinary review or other appropriate action.

### The Five Core Social Media Principles

1. **Transparency** in every social media engagement. The organization does not condone manipulating the social media flow by creating “fake” destinations and posts designed to mislead followers and control a conversation. Every website, “fan page”, or other online destination that is ultimately controlled by the organization must make that fact known to users and must be authorized according to applicable internal protocols in order to track and monitor the organization's online presence. We also require online influencers to disclose to their readers when we're associating with them, whether by providing them with product, partnering or hosting them at organization events, and we need to monitor whether they are complying with this requirement.
2. **Protection** of our members' privacy. This means that we should be conscientious regarding any Personally Identifiable Information (PII) that we collect, including how we collect, store, use, or share that PII, all of which should be done pursuant to applicable the organizations privacy policy and laws.
3. **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. How we as an organization do this may depend on particular situations, therefore work with your cross-functional teams to make informed, appropriate decisions.
4. **Responsibility** in our use of technology. We will not use or align the organization with any organizations or websites that deploy the use of excessive tracking software, adware, malware or spyware.

5. **Utilization** of best practices, listening to the online community, and compliance with applicable regulations to ensure that these Online Social Media Principles remain current and reflect the most up-to-date and appropriate standards of behaviour.

### Organization and Associates' Online Social Media Activities

The organization respects the rights of its associates to use blogs and other social media tools not only as a form of self-expression, but also as a means to further the organization's objectives. It is important that all associates are aware of the implications of engaging in forms of social media and online conversations that reference the organization and/or an associate's relationship with the organization and its brands, and that associates recognize when the organization might be held responsible for their behaviour.

### Our Expectations for Volunteer Personal Behaviour in Online Social Media.

*There's a big difference in speaking "on behalf of the organization" and speaking "about the organization". This set of 5 best practices refers to those personal or unofficial online activities where you might refer to the Pride Winnipeg Festival.*

1. **Adhere to Organization policies.** All organization managing members, from the President to every team lead, are subject to the organization's policies and By-laws in every public setting. In addition, these policies and By-laws will be applicable to your personal activities online.
2. **You are responsible for your actions.** Anything you post that can potentially tarnish the organization's brand/image will ultimately be your responsibility. We do encourage you to participate in the online social media space, but urge you to do so properly, exercising sound judgement and common sense.
3. **Be a "scout" for compliments and criticism.** Even if you are not an official online spokesperson for the organization, you are one of our most vital assets for monitoring the social media landscape. If you come across positive or negative remarks about the organization, its brands, sponsors or partners that you believe are important, consider sharing them by forwarding them to [media@pridewinnipeg.com](mailto:media@pridewinnipeg.com).
4. **Let the subject matter experts respond to negative posts.** You may come across negative or disparaging posts about the organization, its brands, sponsors or partners, or see third parties trying to spark negative conversations. Unless you are an online spokesperson, avoid the temptation to react to yourself. Pass the post(s) along to our online spokespersons who are trained to address such comments, at [media@pridewinnipeg.com](mailto:media@pridewinnipeg.com).
5. **Be conscious when mixing your professional and personal lives.** Online, your personal and professional personas are likely to intersect. The organization respects the free speech rights of all of its volunteers, but you must remember that community members, colleagues and supervisors often have access to the online content you post. Keep this in mind when publishing information online that can be seen by more than friends and family, and know that information originally intended just for friends and family can be forwarded on. Remember NEVER to disclose non-public information of the organization (including confidential information), and be aware that taking public positions online that are counter to the organization's interests may cause conflict.

## Our Expectations for Online Spokespeople

Just as with traditional media, we have an opportunity – and a responsibility – to effectively manage the organization’s reputation online and to selectively engage and participate in the thousands of online conversations that mention us every day. The following is a guide on how our online spokespeople should represent the organization in an online, official capacity when they are speaking “on behalf of the organization:”

1. **Be approved by Pride Winnipeg Festival.** All volunteers/contactors who wish to officially represent the organization online must be approved to do so by the current Stakeholder Relations Director or Vice-President, Community Engagement.
2. **Follow our policies and By-laws.** Our policies and By-laws provide the foundation on how to govern your actions on behalf of the organization. As a representative of the Pride Winnipeg Festival you must act with honesty and integrity in all matters. This commitment is true for all forms of social media.
3. **Be mindful that you are representing the organization.** As an organization representative, it is important that your posts convey the same positive, optimistic spirit that the organization instills in all of its communications. Be respectful of all individuals and their identities; how you conduct yourself in the online social media space not only reflects on you – it is a direct reflection of the organization.
4. **Fully disclose your affiliation with the organization.** The organization requires all volunteers/contactors who are communicating on behalf of the organization to always disclose their name and their affiliation. It is never acceptable to use aliases or otherwise deceive people. State your relationship with the organization from the outset. This disclosure is equally important for any agency/vendor/partner/third party who is representing the organization online. They must disclose that they work “with Pride Winnipeg Festival.”
5. **Keep records. It is critical that we keep records of our social media presence.** Online conversations are often fleeting and immediate, therefore it is important to track conversations between the organization and a follower. Remember that online organization statements can be held to the same legal standards as traditional media communications. Keep records of any dialogue between the organization and a follower.
6. **When in doubt, do not post.** Volunteers/contractors are personally responsible for their words and actions, where they are. As online spokespeople, you must ensure that your posts are completely accurate and not misleading, and that they do not reveal non-public information of the organization. Exercise sound judgement and common sense, and if there is any doubt, DO NOT POST IT.
7. **Give credit where credit is due and don’t violate others’ rights.** DO NOT claim authorship of something that is not yours. If you are using another party’s content, make certain that they are credited for it in your post and that they approve of you utilizing their content. Do not use copyrights, trademarks, publicity rights, or other rights of others without the necessary permissions of the rights holder(s).
8. **Be responsible to your work.** The organization understands that volunteers/contractors engage in online social media activities while working for legitimate purposes and that these activities may be helpful for organization affairs. However, the organization encourages all

volunteers/contractors to exercise sound judgement and common sense to prevent online social media sites from becoming a distraction while working as mistakes and errors are more likely to happen.

9. **Remember that your local posts can have global significance.** The way that you answer an online question might be accurate in some parts of the world, but inaccurate (or even illegal) in others. Keep that “world view” in mind when you are participating in online social media.
10. **Know that the Internet is permanent.** Once information is published online, it is essentially part of a permanent record, even if you “remove/delete” it later or attempt to make it anonymous. If your complete thought, along with its context, cannot be squeezed into a character-restricted space (such as Twitter), provide a link to an online space where the message can be expressed completely and accurately (e.g. Pride Winnipeg Festival’s Posting Board on [www.pridewinnipeg.com](http://www.pridewinnipeg.com).)