

# Varsity View Community Association

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## Varsity View Community Association Social Media Policy

This policy governs the publication of and commentary on social media by volunteers of Varsity View Community Association (VVCA). For the purposes of this policy, social media means any facility for online publication and commentary, including without limitation blogs, wiki's, social networking sites such as Facebook, LinkedIn, Twitter, Flickr, and YouTube. This policy is in addition to and complements any existing or future policies regarding the use of technology, computers, e-mail and the internet.

VVCA volunteers are free to publish or comment via social media in accordance with this policy. VVCA volunteers are subject to this policy to the extent they identify themselves as a VVCA volunteer (other than as an incidental mention of place of employment in a personal blog on topics unrelated to VVCA).

Notwithstanding the previous section, this policy applies to all uses of social media, including personal, by VVCA volunteers who are Social Media Coordinator(s), as their position with VVCA would be well known within the community.

Publication and commentary on social media carries similar obligations to any other kind of publication or commentary.

All uses of social media must follow the same ethical standards that VVCA volunteers must otherwise follow.

### 1. Purpose

The purpose of VVCA's social media is about reaching and connecting with people. Social media is a cost effective way to engage stakeholders, supporters, volunteers and potential supporters and a great way to reach certain audiences. The audience can be residents of the neighbourhood and City, City Councillors and officials, media and visitors.

### 2. Be responsible for what you write

VVCA volunteers need to take responsibility for what they write on VVCA social media, and exercise good judgment and common sense.

### 3. Exercise good judgment

Refrain from comments that can be interpreted as slurs, demeaning, inflammatory, etc. The Internet is full of varied opinions, and it's okay to share yours, but you never, never, never want to be branded a racist or narrow-minded or an unstoppable hot-head.

### 4. Be authentic and honest

Do not say anything that is dishonest, untrue, or misleading. If you have a vested interest in something you are discussing, point it out. Include your name and when appropriate your title if needed to be identified during an online conversation.

## 5. Protect your own privacy

Be mindful of posting information that you would not want the public to see.

## 6. Understand the concept of community

The essence of community is the idea that it exists so that you can support others and they, in turn, can support you. You need to learn how to balance personal and professional information, and the important role that transparency plays in building a community. Your community shouldn't be an environment where competition is encouraged or emphasized, but rather a platform where your audience feel comfortable sharing, connecting, and receiving help.

## 7. Respect copyrights and fair use

Always give people proper credit for content shared, and make sure you have the right to use something with attribution before you publish.

## 8. Controversial Issues

If you see misrepresentations made about VVCA in the media refer that to the President of VVCA or designate. Always deal controversial issues with respect and facts. Avoid online arguments.

## 9. Disclaimer

Reposting/sharing stories on social media don't mean endorsements of the source.

## 10. Remember to protect confidential & proprietary information

It's perfectly acceptable to talk about your work and have a dialog with the community, but it's not okay to publish confidential information. Confidential information includes things such as unpublished details of current projects, financial information, confidential donors, etc. In case of doubt, discuss about confidentiality with VVCA executive.

## 11. Productivity matters

Remember that in order for your social media endeavors to be successful, you need to find the right balance between social media and other work.

## Social Media Tips

### A. Who To Follow/Avoid

- City of Saskatoon News Service is a great resource for news releases from the City Hall.
- Councillors have a wealth of information and most of them are on social media.
- Journalists/news reporters following City Hall news are a great resource.
- Community associations provide a perspective of other communities.
- Partner organizations e.g. University of Saskatchewan are good to follow on issues of parking, housing and security.
- Quite often bots (automated accounts) follow you on Twitter. The best approach is to block them.

### B. Disclaimer

Reposting/sharing stories on social media don't mean endorsements of the source.

### C. Avoid Commercial Advertisements

It's best to avoid commercial advertisements of all kind. Following [VVCA newsletter policy](#) for sharing content on Facebook or Twitter is a good starting point:

- Do not share advertising from commercial entities or political parties.

- Do share public service announcements or articles, for example from our City councillor, or the City, health region or school.
- Time permitting, post announcements or articles from charitable and non-profit organizations.

## References

- Rough Draft of a Nonprofit Social Media Policy  
<http://www.nonprofitmarketingguide.com/blog/2010/05/03/rough-draft-of-a-nonprofit-social-media-policy/>
- 10 Must Haves for Your Social Media Policy  
<http://mashable.com/2009/06/02/social-media-policy-musts/>
- Social Media Networking for Non Profits  
<http://www.slideshare.net/kbbonk/social-media-networking-for-non-profits>
- VVCA Newsletter Advertising Policy  
<http://vvcasaskatoon.com/pages/news.html>