

Unifor Local 2002 social media Policy and Guidelines

The purpose of this document is to:

- Help prevent disclosure of non-public or confidential information using social media.
- Ensure that the integrity and image of Unifor Local 2002 is maintained.
- Ensure that members of Unifor Local 2002 are aware of the local's expectations with respect to the use of social media.

You have a responsibility as a member, or leadership of Unifor Local 2002 to be familiar with and comply with this policy. Members and leadership may engage in the use of social media as is permissible and in accordance with this policy, never compromising or contradicting the values or guiding principles of Unifor Local 2002. Common sense and common values should prevail.

Scope:

This policy applies to the use of social media by members of Unifor Local 2002, both in their professional and personal capacities, (i.e., away from the workplace and off duty). Social media includes all means of communicating, posting information, commenting, or content of any sort on the internet, including to your own or someone else's blog, personal website, social networking website, web bulletin board and/or a chat room, as well as any other form of electronic communication, (i.e., Facebook, Instagram, Twitter, TikTok, LinkedIn, etc.).

Guidelines:

When posting any type of content to social media, always act in a professional and responsible manner. The same rules and laws apply to social media as they do for other forms of communication. We expect members, and especially leadership, to follow the same standards in your social media communications as you do in the workplace, because what you say on your personal social media channels could impact your work environment. Your online communications will not be excused merely because they occurred outside of work hours or off company premises.

Remember that others may have access to your posts. Other individuals reflect a diverse set of customs, values and viewpoints. Offensive, demeaning, discriminatory, hateful, defamatory, misleading, false, abusive, or inappropriate remarks, (including threats of violence or bullying), are as unacceptable online as they are offline, even if they are unintentional and **may be grounds for discipline or legal action**. Members and leadership must not engage in **any** social media communications that are discriminatory, disparaging, defamatory or harassing. Truly we cannot emphasize this enough.

Respecting the rights of others:

When using social media, you should always be mindful of the rights of others. You must obtain appropriate permission to use a third party's copyrighted material, trademarks or other intellectual property. Members, and especially leadership, must respect the privacy rights of others in their internet communications and should not post personal information about another person. It is not permissible to discuss personal or work-related matters concerning other members, colleagues or management. No one must post pictures of other members, colleagues, management, customers, without first obtaining permission from the individual(s) whose picture is posted.

Permanence of online communications:

Consider everything that you post to the internet as potentially accessible by anyone at any time. Keep in mind that technology makes it virtually impossible to completely delete something online and very easy to share with millions of others. Before you share anything, please make sure that you will not regret saying it, even if a reporter, a relative, your manager, a colleague or another member were to view it. You are reminded that there should not be an expectation of privacy when posting anything on the internet.

How to post responsibly:

- Think about the consequences of what you post.
- Be respectful. Think of how you would want to be treated in a post.
- Post in accordance with Unifor's values and guiding principles.
- Pause before you post. We are all human and have emotional passion. Take time to reflect before you hit the send button.
- Assume anyone can see what you have posted. Also assume that your post will be out there forever, so make sure that you can stand behind your position long term.

Non-Compliance:

Any member found to have violated this policy may be deemed a 'member not in good standing' and may be subject to legal action. This applies at all times, but is especially important to be aware of during bargaining, ratification, and elections when emotions may run high.

Please Note: Employers in Canada maintain the right to dismiss employees for off-duty conduct when such conduct harms the employer's reputation, renders the employee unable to perform their duties satisfactorily, causes difficulties between the employee and other employees, breaches the law, or interferes with the employer efficiently managing its business and workforce.

As Unifor, we strive to build up the labour movement, not tear it down. It is okay to have differences; that is what makes us stronger. It is okay to disagree, but when we fight, we need to fight fair. It is okay to disagree, but it is **not** okay to tear each other down due to a disagreement. At the end of the day, we are all on the same side.