

Waterloo Co-operative Residence Incorporated

## **Social Media Policy**

As approved by the General Manager,  
and incorporating all changes through:

**1 January 2012**

*(Note that, in this policy, the masculine shall include the  
feminine and the singular shall include the plural)*

## Revision History

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Date	Revisionist	Summary of Changes
1 September 2011	Cary Hubbard	Policy creation
1 January 2012	Cary Hubbard	Update photo release waiver

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## External Cross-references

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Section(s)	Policy/Section Referenced	Referencing Policy	Section(s)

## INTRODUCTION

Effective communication with members, staff, and the external community is an important part of ensuring the WCRI message is shared and received. WCRI understands that social media are powerful communication tools that have the ability to reach a large audience in a format that our membership is familiar with and relies on for daily interaction. This policy governs the use of social media for WCRI purposes.

## DEFINITIONS

- “appropriate content” refers to public information free from offensive, untruthful, discriminatory, harassing, slanderous, or disrespectful comments or statements.
- “social media” refers to web-based and mobile technology designed to allow individuals and groups to communicate and share information and resources. Social media includes but is not limited to: LinkedIn, Twitter, Facebook, YouTube, Google+, blogging sites, and photo-sharing sites.

## POLICY

1. (1) WCRI uses social media to enhance communication with our members, potential members, and external community.  
  
(2) Use of social media by WCRI will focus on ensuring the community has consistent access to current content regarding WCRI events, activities, and initiatives.
2. (1) Any social media account created by WCRI staff or member volunteers for the purpose of official communication or information sharing is and remains the property of WCRI.  
  
(2) All content and postings to any official WCRI social media site is and remains the property of WCRI. As such, the General Manager or delegate will monitor the social media for appropriate content and accuracy. Any postings deemed inappropriate will be immediately removed from the site.  
  
(3) Where content or postings include images where individuals are recognizable, members are asked permission to include their image in WCRI’s social media and may opt out by completing the “Opt Out of Photographs for WCRI Social Media” form (*Appendix A*) which will be kept on file for future reference.
3. (1) WCRI Employees may use and participate in social media for Co-op purposes providing the use is responsible, respectful, and appropriately represents WCRI and its work.  
  
(2) Use of social media by WCRI Employees is also governed by the current Employee Code of Conduct and the current Statement of Non-Disclosure for Staff.
4. WCRI may choose to support the social media of other groups or organizations. Links to and support of those groups or organizations must be approved by the General Manager. Approval will be granted if the group or organization performs work that is relevant to the needs and wants of the WCRI membership and is aligned with the WCRI mission, vision, and values.

