



# **COTAPSA Protocol Operational Policy – Social Media**

**Effective:** 2017  
**Issued by:** Executive Director  
**Issued on:** Feb 1, 2017  
**Approved by:** Communications Committee/Executive/COTAPSA BOARD  
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## 1. Introduction

Social Media Platforms have become the norm, and COTAPSA wants to remain current in its accessing members. In so doing a Guidelines and Standards for use were established.

This policy is intended to help staff make appropriate operationalization and decisions about the use of social media such as blogs, wikis, social networking websites, podcasts, forums, message boards, or comments on web-articles, such as Twitter, Facebook, and LinkedIn

## 2. Define Platforms and types of information

<b>Define Platforms</b>	<ul style="list-style-type: none"><li>• Facebook – photos, articles, events</li><li>• Twitter – events and articles</li><li>• LinkedIn – Labour force information</li><li>• Instagram – event photos</li><li>• COTAPSA website</li></ul>
<b>Possible Future Issues</b>	<ul style="list-style-type: none"><li>• A great deal of traffic may be difficult to monitor all platforms</li></ul>

## 3. Responsibility

<b>Responsibility for implementation of the policy</b>	<p>2.1 The ED/Chair has overall responsibility for the effective operation of this policy.</p> <p>2.2. The EA with IT Chair is responsible for monitoring and reviewing the operation of this policy and making recommendations for changes to minimise risks to our operations.</p> <p>2.3. All staff and the Board are responsible for their own compliance with this policy and for ensuring that it is consistently applied. All staff /Board should ensure that they take the time to read and understand it. Any breach of this policy should be reported to ED.</p> <p>2.4. Questions regarding the content or application of this policy should be directed to ED</p>
<b>Possible Future Issues</b>	<ul style="list-style-type: none"><li>•</li></ul>

## 4. Process

<b>Process/Protocol</b>	<ul style="list-style-type: none"><li>• The EA will monitor and flag issues: This includes:<ol style="list-style-type: none"><li>1) placing information on platforms,</li><li>2) monitoring the platform,</li><li>3) identifying users,</li><li>4) responding as required,</li><li>5) flagging issues</li></ol>If an issue or item requires action, the EA will discuss with the ED to see if and what next steps are required</li><li>• If it is a '<i>simple</i>' issue the ED will approve follow up</li><li>• If it is deemed a '<i>greater</i>' issue, a decision by the ED with the President or the Communications Chair may be required</li></ul>
<b>Possible Future Issues</b>	<ul style="list-style-type: none"><li>•</li></ul>

- If a member comes forward and cites an issue response is required and will be triaged by staff

## 5. Applications

<b>Using Social Media in COTAPSA's name</b>	<ul style="list-style-type: none"><li>• Only the EA/ED and President are permitted to post material on a social media website in COTAPSA's name and on its behalf. Any breach of this restriction will amount to gross misconduct.</li></ul>
<b>Possible Future Issues</b>	<ul style="list-style-type: none"><li>•</li></ul>

## 6. Policy

<b>Using work-related social media</b>	<ul style="list-style-type: none"><li>• We recognise the importance of the internet in shaping public thinking about our association, services, employees, and members.</li><li>• We also recognise the importance of our staff joining in and helping shape industry conversation and direction through interaction in social media.</li><li>• Staff is permitted to interact on social media websites about association developments and advocacy issues.</li><li>• Approved social media websites are: (a) [FB, LinkedIn, Twitter, and Instagram. This list may be updated by ED, Board, and Communications Chair.</li><li>• Before using work-related social media you must: (a) have read and understood all this policy and all policies associated (Confidentiality, Social Media Guidelines); and (b) have sought and gained prior written approval to do so from ED</li></ul>
<b>Possible Future Issues</b>	<ul style="list-style-type: none"><li>•</li></ul>

## 7. POLICY REVIEW AND AMENDMENT<sup>i</sup>

	<ul style="list-style-type: none"><li>• Board and Staff to review this policy as required.</li></ul>
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<sup>i</sup> Acknowledgements

*This template social media policy was prepared by Beachcroft LLP.*

*It provided information that required tailoring to COTAPSA's particular circumstances and requirements.*