

Policy #: MCL-8	Policy Name: Social Media Policy
Original Approved Date: Jan 25/15	Revisions:

The McLeod Community League is a non-profit volunteer community association with the mandate of providing a healthy and safe community through the organization of recreation, sports and social activities

Our social media presence should represent our community in a professional manner. The purpose of our communication is to provide information related to our league’s programs, activities and events. This guide has been developed so that league members, employees, and the public can make informed decisions about how they use our social media sites.

The social media policy will be provided to employees and volunteers upon joining our organization, and posted in full on our league website. A link on our Facebook and other social media sites will connect viewers to our full policy, to be posted on our website www.mcleodcommunityleague.ca

MONITORING

The Secretary is responsible for establishing and monitoring the league’s social media sites. The tasks involved can be delegated, (during a monthly board meeting and recorded in the minutes), to other board members or employees, if additional assistance is required. The Secretary can grant access to staff members and/or board members to post as “McLeod Community League”.

If negative comments (complaint, misinformation, etc.) are posted, the Secretary may respond by providing further information.

If the negative comments are damaging to the community or are inflammatory (abusive, destructive, harmful, threatening) the Secretary will take down the posting. The League’s social media sites will not allow postings that are hostile or harassing on the basis of race, sex, gender identity, nation or origin, color, disability, age, sexual orientation, marital status, religion or any other status identity identified by the League or protected by law.

If the comments are neutral or positive, the Secretary may make no reply, a quick reply, or a longer thoughtful reply.

If a post made by the McLeod Community League or a public user violates our social media policy, a correction will be made immediately, and we will be clear about what remedy has been taken.

A social media committee comprised of the Secretary, President and one additional board member (not a member of the executive committee) will meet and rule on any complaint brought to their attention. The complaint should be by email to all three social media committee members. Screenshots of the contested postings should also be included. The committee has the discretion to a wide range of remedies including but not limited to:

- Edit or amend or delete posts that violate our social media policy
- removing a person's access to our social media site
- contacting authorities

secretary@mcleodcommunityleague.ca

president@mcleodcommunityleague.ca

3rd member's email:

PRIVACY & PERMISSION

McLeod Community League may post photos or videos where the individuals are not identifiable. The League may also post photos or videos from league events where signs have been posted informing the public that photos and videos may be taken at the event and published. The League will not post personal, private, or confidential information.

The Secretary will remove any third party post that violates our privacy policy.

"Tagging" of individuals will not be allowed.

COPYRIGHT AND ATTRIBUTION

A person posting another person's quotes, ideas, photos or video, on behalf of the league, is able to use the content by including an attribution to the original source, and providing a link.

Our content (text, photo, video) is provided for the use of our community. People can repost our content by crediting McLeod Community League for the content, and providing a link back to our own site.

Our content cannot be used by others for commercial use.