

The intent of this policy is to provide parameters for the appropriate interaction with IGNITE's social media presence. This policy is to ensure proper representation of IGNITE as well as ensure the safety of individuals participating within the IGNITE online community.

For the purpose of this policy, social media refers to any and all existing and future IGNITE digital accounts, profiles, and websites.

This policy may interact with, and be superseded by a number of other policies including: Humber Acceptable Use Policy, Humber Charter of Student Rights and Responsibilities, IT and Security Policy, Privacy Policy.

## **Employee Guidelines**

IGNITE encourages the appropriate use of social media for business purposes. Social media provides IGNITE employees (board members and staff) with many opportunities to engage with students and enhance outreach and inclusion. When using social media for IGNITE business purposes, employees should conduct themselves as they would in any other work situation, while remaining conscious of the following guidelines:

1. IGNITE encourages employees to answer IGNITE-related questions they see online, as long as they are confident they know the answer. If employees see IGNITE-related questions on non-IGNITE social media properties (ex. Humber's Facebook page), they should alert IGNITE's digital media team so they can respond.
2. When discussing IGNITE matters online, employees must identify themselves as an employee of IGNITE. As there are only a few designated official spokespersons for IGNITE, employees must ensure you make clear that you are giving your personal opinion, and do not speak for the organization.
3. Staff are the organization's greatest ambassadors. It is strongly encouraged all employees are to like and share IGNITE content they enjoy and feel would be beneficial to their network, friends and followers.
4. Without exception, no IGNITE employee may use an IGNITE social media account, or their personal social media accounts to\*:
  - a. Violate the laws and regulations of Canada or any other nation, or the laws and regulations of any city, province or other local jurisdiction in any material way;
  - b. Access or disclose corporate, employee, and/or student data without proper authorization or consent;
  - c. Display of any kind of sexually explicit image, or document;
  - d. Commit infractions, such as misuse of IGNITE assets or resources, sexual or other forms of harassment, unauthorized public speaking and misappropriation of intellectual property;
  - e. Violate the Terms of Use for any social media on which you are posting.

Employees who are in violation of this policy will be subject to progressive discipline up to and including termination of employment as outlined in the Human Resource Management policies.

*\* This is not an exhaustive list.*

## **Community Guidelines**

IGNITE supports inclusive, diverse, equitable, and respectful online communities, free of discrimination and harassment. IGNITE employees moderate the social media sites and its contents. IGNITE encourages focused, thoughtful comments and discussion which respond or relate to a particular topic, new initiative or upcoming event. Be respectful.

While IGNITE's policy is to allow criticism and not to censor, priority will be given to creating a welcoming environment where all users feel safe to participate. When interacting or participating in one of its social media channels, IGNITE reserves the right to delete comments and ban users without notice for violating any of the following guidelines\*. Users of social media accounts may not:

1. Violate the laws and regulations of Canada or any other nation, or the laws and regulations of any city, province or other local jurisdiction in any material way, including:
  - a. Hate speech, threats, inciting violence;
  - b. Content that infringes or violates someone else's rights;
2. Bully, intimidate, harass or insult any other user;
3. Discriminate against another user as defined by Humber's Student Code of Conduct;
4. Post comments which are malicious, not related to our content, discourage others from engaging, or attempt to derail the conversation;
5. Spam IGNITE accounts with repetitive posts or advertisements;
6. Post anything that contains nudity, pornography or gratuitous violence;
7. Post personal data or information about others;
8. Violate the Terms of Use for any social media on which you are posting.

The views expressed by others represent their own views and are not endorsed or approved by IGNITE, nor does IGNITE endorse or approve any events or other activities posted by a user. All of the above is subject to the discretion of IGNITE.

*\*This is not an exhaustive list.*

Date adopted: October 30, 2017