

The intent of this policy is to provide parameters for the appropriate interaction with IGNITE's digital communication platforms. 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, digital communication refers to any and all existing and future IGNITE digital accounts, profiles, and websites. The policy applies to all IGNITE employees (full-time, part-time and contract) and Board Members.

The Digital Communications Policy adheres to Ontario's Integrated Accessibility Standards Regulation and is aligned with Humber's Human Rights Policy. Additionally, this policy may interact with, and be superseded by a number of other policies including: Humber Acceptable Use Policy for Technical Services, UGH Code of Student Conduct, IT Security Policy, Access and Privacy Policy and Guelph-Humber / Humber's Social Media 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 in a professional manner as they would in any other work situation, while remaining conscious of the following guidelines:

1. Staff are the organization's greatest ambassadors. It is strongly encouraged for all employees to "like" and share IGNITE content they enjoy, and feel would be beneficial to their network, friends and followers.
2. Only designated official spokespersons for IGNITE, may post, respond or discuss IGNITE matters online. For the purposes of this policy, the CEO, Director, Marketing & Communications and the Chair are considered designated official spokespersons, and must identify themselves as an employee of IGNITE.
3. IGNITE employees who express personal opinions on social media are reminded to indicate that their opinions are personal, and they are not speaking on behalf of IGNITE.
4. As assigned, IGNITE employees may answer IGNITE-related questions they see online. In all other cases, employees are encouraged to re-direct the response to the appropriate IGNITE contact to respond. If employees identify IGNITE-related questions on non-IGNITE social media properties (i.e. Humber's Facebook page), they are to alert IGNITE's digital media team so they can respond accordingly.
5. 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.

* *This is not an exhaustive list.*

6. 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 IGNITE Human Resource Management policies.

Community Guidelines

IGNITE supports inclusive, diverse, equitable, and respectful online communities, free of discrimination and harassment. IGNITE employees are responsible for moderating IGNITE's 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. IGNITE encourages all employees and members to be respectful, it is not necessary to respond to every criticism or comment made, exercise sound judgment in crafting any response.

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 IGNITE 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 Code of Student 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.

**This is not an exhaustive list.*

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.

Date adopted: October 30, 2017

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