



Policy #: 0008
Developed: March 2019
Revised: December 10, 2020
Effective Date: January 18, 2021

SOCIAL MEDIA POLICY

Purpose: To provide guidance regarding the appropriate use of social media (which should be broadly understood for the purpose of this policy to include all forms of existing and new online social communications sites).

Scope: Board members, employees, volunteers of LLNB and affiliated councils* (“LLNB personnel”)
**as may be enforced through our service agreements*

Responsible Party: Executive Director, Laubach Literacy New Brunswick

POLICY

LLNB encourages the use of social media to promote literacy in New Brunswick and specifically the programs and services offered by LLNB and its affiliated councils. Councils are encouraged to have an active online presence that is positive and respectful.

Administrative permissions to access official LLNB social media sites is only granted by the Executive Director of LLNB and is provided in order to post on LLNB’s social media as a representative of LLNB. All other comments posted on LLNB sites are held to be personal.

LLNB reserves the right to remove the following from LLNB social media sites and direct the removal from affiliated council social media and/or personal social media of LLNB personnel: photos, video or audio recordings, or text that involves confidential information of identifiable LLNB learners, volunteers or employees; hostile, defamatory or offensive comments; and comments violating New Brunswick or Canadian laws and regulations.

LLNB is not responsible for the content of sites accessed via hyperlinks published in messages or in the comments posted on official LLNB social media sites.

GUIDELINES

The following guidelines apply to professional use of social media on behalf of LLNB as well as personal use of social media when referencing LLNB.

- Comments that are respectful and relevant to ongoing conversations on our social media sites are welcome.

- You should be aware of the effect your actions may have on your image, as well as LLNB's image. The information that you post or publish may be public information for a long time.
- Depending on privacy settings, LLNB may observe content and information made available by you through social media.
- Personal social media accounts may not include LLNB's name or logo as part of the account name, title, branding or URL.
- Although not an exclusive list, some specific examples of prohibited social media conduct include posting commentary, content, or images that are defamatory, pornographic, proprietary, harassing, libelous, or that can create a hostile work environment.
- You are not to publish, post or release any information that is considered confidential. If there are questions about what is considered confidential, you should check with LLNB's Executive Director.
- You are required to obtain consent before posting on social media (LLNB's site, a council site or your personal site) photos, audio or video recordings of learners. If you do not have one, please obtain a photo release form from LLNB's Executive Director.
- Unless you have been granted administrative permission to post on LLNB site, you must not represent yourself as an LLNB spokesperson, or your personal site as an official LLNB account.
- Social media networks, blogs and other types of online content sometimes generate press and media attention or legal questions. You should direct these questions to the chair of the appropriate LLNB affiliated council or to LLNB's Executive Director.
- Deliberate violations or more serious breaches of this policy may result in disciplinary action for employees, termination of volunteer relationships for volunteers, censure or removal from the board for board members and/or formal corrective action in respect to affiliated councils.