



CREE NATION OF CHISASIBI SOCIAL MEDIA POLICY

1. POLICY STATEMENT AND APPLICATION

- 1.1. The Cree Nation of Chisasibi recognizes that its Employees are likely to take part in social media. Due to the public nature of social media, the line between personal and professional identity is often blurred, creating a risk both to the Employee and to the Band. This policy outlines the Band's expectations around social medial usage and provides guidelines regarding what is expected and required of Employees with respect to their use of social media.
- 1.2. This policy applies to all of the employees, trainees, interns, volunteers and service providers of the Band and covers their personal and professional uses of social media, both during and outside working hours, and whether the social media activity is carried out using the Band's technology resources or not.
- 1.3. In addition to this policy, Employees must comply with all relevant provisions of the Human Resources Policies and Procedures and other applicable policies while using social media, whether for personal or for professional use.

2. DEFINITIONS AND INTERPRETATION

- 2.1. All terms used in this policy have their usual meaning, except for the following defined terms:

"Band": means the Cree Nation of Chisasibi. Unless the context provides otherwise, reference to the Band shall also be a reference to the Band Entities.

"Band Entity": means (i) an entity whose board or other governing body is composed in the majority of members of the Council or persons nominated by the Council; or (ii) an entity whose budget is directly or indirectly adopted by the Band or for which at least half of its financing is ensured by the Band.

"Employee": means a person to whom this policy applies. It includes employees, trainees, interns, volunteers and service providers.

"Social media" means any form of non-email, internet-based communication through which users post, publish or share information, ideas, and other content and/or participate in discussions. This includes websites and blogs as well as all existing and future social media platforms or networks. Examples of social media include, but are not limited to, Facebook, LinkedIn, Twitter, Instagram, Pinterest, YouTube and Snapchat.

3. GENERAL DUTIES AND OBLIGATIONS

- 3.1. As a general rule, the use of social media must not affect an Employee's performance, harm the reputation of the Band, expose the Band to liability, infringe on intellectual property, otherwise adversely affect Employees, elected officials, beneficiaries, community members, suppliers or business partners of the Band, disclose confidential information, or fail to comply with any applicable laws, such as privacy and anti-spam legislation.
- 3.2. Employees are expected to be respectful and professional when using social media.

4. UNACCEPTABLE USE OF THE BAND AND PERSONAL SOCIAL MEDIA

- 4.1. Community members and colleagues may have access to the online content posted by Employees. Accordingly, the following restrictions on use of the Band and personal social media apply:
- a. Employees must not post comments about the Band, colleagues, business partners, community members, elected officials or other Band contacts that may be considered defamatory, libelous, discriminatory, harassing, pornographic, offensive, threatening, intimidating, or that infringes on intellectual property rights, whether during or after working hours.
 - b. Any use of a social media platform shall comply with that platform's terms and conditions, as well as Canada's anti-spam legislation.
 - c. Employees may not access the Band social media accounts unless they have been given express permission by the Band before first use of the account.
- 4.2. Employees must respect intellectual property belonging to the Band and other third parties. It is prohibited to post information about the Band that you would not otherwise be permitted to share, including:
- a. Confidential, non-public Band information, including non-public financial information, plans and strategies;
 - b. material protected by copyright and trademarks (unless Employees have permission and cite the source);
 - c. trade secrets or other proprietary information;
 - d. other confidential, non-public information about meetings, technology, or activities relating to current or proposed plans or strategies, including those of community members.

5. GUIDELINES FOR USING THE BAND SOCIAL MEDIA ACCOUNTS

- 5.1. Use of the Band's Social Media accounts shall reflect positively on the Band, must respect the intellectual property of the Band and other third parties, and shall comply with applicable privacy legislation. The following guidelines apply:
- a. Employees must not respond to complaints or negative comments unless authorized to do so by the Band's management.
 - b. Employees must not post comments or other posts that contain material protected by third-party copyrights and/or trademarks, unless Employees have permission and cite to the source. Employees should be particularly careful about posting or allowing user-generated content which contains third-party intellectual property, such as logos or music in the background of videos.
 - c. Employees must not disclose a community member's identity without their express written consent.
 - d. The Band reserves the right to delete any language or comment posted on its Social Media accounts by an employee or by any other person and that is inappropriate or in violation of this policy.

6. GUIDELINES FOR USING PERSONAL SOCIAL MEDIA ACCOUNTS

6.1. Although use of personal Social Media accounts by Employees is encouraged, the following guidelines apply:

- a. If an Employee chooses to identify himself/herself as an Employee of the Band on their own pages or blogs, the Employee should ensure that the profile and content are presented in a manner consistent with how they want to be perceived by their colleagues and community members.
- b. Employees must not pose as a beneficiary of services, reviewer, blogger, etc. praising or disparaging services of the Band. Doing so is not only unethical but may be illegal and expose Employees to personal liability.
- c. Employees should be transparent. If Employees are talking about the Band, they must identify themselves as a Band Employee, and note that they are not speaking on behalf of the Band.
- d. Personal online activity during work hours is prohibited unless such activity is conducted as a result of and related to work responsibilities.
- e. Employees should take great care before posting comments, pictures or videos. (Think about the potential impact of any posts on co-workers, Band representatives, elected officials, family, household members or friends that may be featured in the comments, videos, pictures or other communication before posting.)
- f. Employees are not required to accept "friend requests" from work colleagues. If Employees include work colleagues in their social networks, they should be thoughtful about these decisions, since the personal information they share can impact perceptions in the workplace. The Band policies may require management to take disciplinary or other action based on personal information that has been brought to the Band's attention as a result of online postings, regardless of whether the original postings were designated "private".

7. EMPLOYEE ACCOUNTABILITY AND EXPECTATION OF PRIVACY

- 7.1. Employees who violate the Band policies, including this Social Media policy, may face disciplinary or other action up to and including the termination of employment and/or contract. If an Employee violates the Guidelines above, the Band may require the Employee to correct, edit, or remove a post or statement subject to said discipline or other action.
- 7.2. The Band may monitor use of Social Media. Consequently, an Employee does not have a reasonable expectation of privacy in the use of any of the Band social media accounts or their own private social media accounts. The Band may have to provide these communications in legal proceedings.
- 7.3. The Band owns any and all Social Media sites that are used on its behalf.

8. COMPLIANCE WITH THE LAW

- 8.1. When Employees choose to make their opinions public, regardless of whether they are referring to the Band or not, they are legally responsible for their commentary and therefore may be liable to third parties. Whenever engaging in Social Media activity, Employees are reminded that they are subject to all applicable laws, including those regarding discrimination and harassment, privacy, intellectual property and proprietary information, defamation and obscenity.

9. ADMINISTRATION OF POLICY

- 9.1. The DGO is responsible for the administration of the policy. Any questions or doubts about the interpretation of the policy or its application to a particular situation should be addressed to the DGO.
- 9.2. This policy is subject to ongoing review, evaluation and modifications will be made as deemed necessary to respond to circumstances and evolving needs of the Band.