



PROGRAM POLICY REMINDER

Social Media Use | Feb 2019

We encourage Canucks Autism Network (CAN) staff and volunteers to connect with our social media channels on [Facebook](#), [Twitter](#), [Instagram](#), [YouTube](#) and [LinkedIn](#).

However, inappropriate use of social media can pose risks to confidentiality, proprietary information and CAN's reputation. To minimize these risks, below are some guidelines to using social media:

Avoiding improper use of social media:

1. Employees/volunteers must refrain from posting, sending, or forwarding any material which:
 - Is defamatory or could adversely affect the image, reputation, or viability of CAN, its partners, members, staff, volunteers, suppliers, vendors, stakeholders or other autism organizations.
 - Is intended to, or could possibly, cause insult, offence, intimidation or humiliation to CAN or its affiliates (as outlined above).
 - Contains any form of confidential information relating to CAN or its affiliates, or any material that violates the privacy or publicity rights of another party.
2. Employees/volunteers are not permitted to post on social media on behalf of CAN unless they have obtained prior approval from CAN's marketing and communications department.
3. Employees/volunteers must obtain consent before posting images of CAN staff, volunteers, or participants.
4. Employees/volunteers who choose to disclose their affiliation to CAN on social media should ensure that their profile and any content that is posted is consistent with the professional image they present when working at CAN.
5. Employees/volunteers must refrain from intervening in a negative discussion on social media in relation to CAN. The CAN marketing department is solely responsible for managing CAN's social media presence and addressing any defamatory posts relating to the brand.

Using social media responsibly:

1. Employees/volunteers are encouraged to like and share photos, videos, or posts on CAN's social media channels.
2. Employees/volunteers are welcome to post positive comments about CAN programs and events.
3. Employees/volunteers are welcome to post photos taken at CAN programs or events as long as consent has been obtained from all individuals in the photo/video.