

# **CIMU 101.7 FM Online Communications Policy – Staff and Board of Directors Manuel**

*Draft #1*

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This policy governs the publication of and commentary on social media by employees of CIMU Radio and its related companies ("CIMU"). For the purposes of this policy, social media means any facility for online publication and commentary, including without limitation to; blogs, wiki's, social networking sites such as Facebook, LinkedIn, Twitter, Flickr, and YouTube (or other sites associated with CIMU) and the CIMU Website. This policy is in addition to and complements any existing or future policies regarding the use of technology, computers, e-mail and the internet for staff and board of directors under Staff Contracts and/or CIMU By-laws.

The CIMU values the benefits of social media to build meaningful relationships with its members, station volunteers, partners, stakeholders and the general public. It encourages staff to actively participate in social media and to use it for the general benefit of the CIMU.

Only CIMU employees & board members are free to publish or comment via social media under the CIMU's established sites in accordance with this policy. CIMU members who do not fill these criteria are not allowed to publish or comment via this specific CIMU 101.7 FM Online Communications Policy – Staff and Board of Directors Manuel. An additional Social Media policy Entitled “CIMU 101.7 FM Social Media Policy – Members and Programmers Manuel” outlines these types of social media interaction on CIMU designated accounts.

Notwithstanding the previous section, this policy applies to all uses of social media, including personal, by CIMU employees who are paid employees, or elected board members, as their position with CIMU would be well known within the community.

Publication and commentary on social media carries similar obligations to any other kind of broadcasting publication or commentary. Use your best judgment and be sure to make it clear that the views and opinions expressed are yours alone and do not represent the official views of CIMU when you are posting from personal accounts.

## **Respect your audience, the association, and your coworkers**

All uses of social media must follow the same ethical standards that CIMU employees and Board of Directors must otherwise follow.

The public in general, and CIMU's employees, Board of Directors (and its members), reflect a diverse set of customs, values and points of view. Do not say anything that contradicts CIMU's official policies and procedures. This includes not only the obvious (no ethnic slurs, offensive comments, defamatory comments, personal insults, obscenity, etc.) but also proper consideration of privacy and of topics that may be considered objectionable or inflammatory. Discussion of controversial topics may be completed, as long as the content and manner completed follows the stations broadcasting guidelines and mandate under CRTC Regulations.

Respect of the CIMU code of conduct and bylaws is mandatory. In addition, the following guidelines must be followed when using social media as a CIMU staff or board member:

- When posting on the CIMU's social media sites, a consistent voice must maintained – one that complies with CIMU's ethical standards and by-laws, and represents the campus and community radio sector's unique and diverse character.