

**POLICY:** Media and Social Media Policy

**EFFECTIVE:** DATE 2022

## Executive Summary

The Bridgeland Riverside Community Association (BRCA) has numerous social media channels and there are often media requests and/or stories to be pitched to members of the media. Policy is designed to ensure the BRCA's media and social media presence is coordinated, consistent and responsive to the needs of our community members and stakeholders.

While this Policy provides guidance for the BRCA's media and social media activity, it does not cover all scenarios. It is incumbent on BRCA Board Members to follow the BRCA's values and use good judgement.

Should there be questions about a situation or policy, please reach out to the President and/or Communications Director for guidance.

## Objective

The BRCA participates in communication activities to make our community a better place to live, work, and have fun. This Policy is designed to support this by having our media and social media activities:

- promote the mandate, values, and activities of the BRCA;
- ensure a consistent voice, tone, and message is shared when communicating online or in the media;
- share content that supports, enriches, and furthers the goals of the local community of Bridgeland-Riverside and the wider city as a whole.
- distribute time-sensitive information in a timely manner,
- engage in positive dialogue and promote community conversation;
- reach a wider audience to share events, new publications, and community resources; and/or
- learn about our local community and its needs; learn about the greater community and its needs.



## Speaking on Behalf of the BRCA

We need a clear voice and coordinated approach when providing information to our community members, the public, and the media.

If you receive a media inquiry regarding our activities or our positions on public issues, simply refer the request to the President and Communications Director by phone or email. As much information as you can gather (e.g. reporter's timeline, potential interview questions, what media outlet, etc.) the better off we will be.

Please let the President and Communications Director know if you would like to speak on behalf of the Board. As we are a community association, we want to provide you with an opportunity if it is of interest to you and appropriate for the situation.

The Communications Director and/or President must approve all news releases before they are issued.

## Risk Assessment

There are several activities that need to be avoided, including:

- Appearing biased towards a political candidate, political party, lobby group, business, or service.
- Using BRCA social media or media to express personal views or experiences.
- Using the first person in replying. Even though it is a singular persona, Bridgeland Betty should be “we” because it represents BRCA as a whole.
- Sharing personal experiences specific to the social media admin.
- Infringing on intellectual property rights.

## Content Privacy – Things to Consider

Maintaining the privacy of our community members is paramount. It is important for BRCA’s social media channels to:

- Use only public domain and / or copyrighted images.
- Obtain permission before using photographs of residents on the website or social media.
- Obtain permission from parents or care-givers before posting pictures of children or vulnerable adults online.
- Obscure the identities of minors and vulnerable adults in images.
- Protect your own identity — admins should not post personal information.

## Social Media Terms of Use (for publication on website with link on social media channels)

The BRCA welcomes your participation to support the dynamic and interactive spirit of our virtual community. Your comments, posts, messages and creative content are welcome, provided they encourage a respectful dialogue and comply with the BRCA’s mission, values, and policies.

The BRCA reserves the right to delete, remove, or not accept any submission that it believes to not be supportive of the safe and welcoming space we seek to create for our community. By choosing to post content on a BRCA social media site, you are agreeing to the BRCA’s Media and Social Media Policy Terms of Use. You are responsible for the content that you post. For example, you cannot post content that you do not own, that violates another person’s privacy, or any content that is unlawful, harmful, threatening, abusive, harassing, defamatory, vulgar, obscene, libelous, hateful or discriminatory.

Use of and browsing of our website and social media channels is done at your own risk. The BRCA does not accept any responsibility for any content that appears on its online and social media channels that does not originate from BRCA volunteers or associated contributors.

To report abuse or for enquiries, please reach out to: [communications@brcacalgary.org](mailto:communications@brcacalgary.org).