



PURPOSE

The NWT Seniors' Society is committed to maintaining positive relationships with older adults living in the NWT. The purpose of the 'Social Media Policy' is to ensure acceptable and efficient use of social media to support enhanced communication, consistency of messaging and collaboration, and creating a positive impression about the NWT Seniors' Society and the work they do.

It is important to ensure that the NWT Seniors' Society use of social media supports the organization's mandate of promoting the independence and wellbeing of older adults through advocacy and the delivery of services.

DEFINITION

Social media refers to interacting with people in which information and ideas in virtual communities and networks are created, shared, and/or exchanged¹. Social media is the term commonly given to websites and online tools which allow users to interact with each other in some way – by sharing information, stories, opinions, knowledge and interests². It can involve many formats, including text, pictures, video, audio and real-time dialogues. This includes, but is not limited to, blogs, wikis, and social network sites such as Facebook, X/Twitter, Instagram, LinkedIn, You Tube and/or Pinterest.

SCOPE

The NWT Seniors' Society's use of social media will:

- Support the society in communicating accurate, fair and timely information to a diverse range of stakeholders, to the best of its ability.
- Distribute content that supports the society's mandate and adheres to the organization's style of presenting information.³
- Acknowledge that not everyone has the authority to post things online on behalf of the NWT Seniors' Society.
- Be applied to, and complement any existing or future use of technology, mobile devices, computers, email and/or internet.

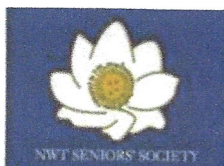
PRINCIPLES

1. Social media is about conversations, community, connecting with the audience and building relationships. It is not just a broadcast channel or a sales and marketing tool.
2. Authenticity, honesty and open dialogue are key.
3. Social media provides a venue where the Society can hear what people say about them and provides a place to respond.
4. It is important to be professional when making posts on social media. Listen first, speak second.

¹ Definition retrieved from: <https://communications.tufts.edu/marketing-and-branding/social-media-overview/#:~:text=Social%20media%20refers%20to%20the,%2C%20LinkedIn%2C%20and%20YouTube%20accounts.>

² Retrieved from: <https://carlhaggerty.wordpress.com/2008/11/03/draft-v01-social-media-and-online-participation-policy-and-guidelines/>

³ Retrieved from: https://www.saskculture.ca/content/documents/14.06.03.SaskCulture.Operational.Social_Media_Policy.pdf



5. It is important to be compelling, useful, relevant and engaging and to think through any efforts before removing them. . Remember anyone responding on behalf of the NWT Seniors' Society is an ambassador for the Society.
6. Engaging in personal discussions online through social media, internet forums or any other public discussion must be done through individual accounts and not through the official Society accounts.

POLICY

A. Posting and Responding to Others on Social Media

1. The NWT Seniors' Society is committed to supporting honest, transparent, and knowledgeable dialogue through social media.
 - a) Social media accounts will be set up with the intent to promote and support the ongoing work of the NWT Seniors' Society.
 - b) Board members and employees of the Society are responsible for the content they post.
 - c) Permission must be granted before posting someone's picture on a social network or a conversation that was meant to be private.
 - d) Before posting on social media, think about any potential consequences (positive or negative).
 - e) Do not make statements that could damage the reputation of the NWT Seniors' Society.
 - f) Ensure that all video and media (including presentations) are safe to share and do not contain any confidential or derogatory information.
 - g) Social media must be monitored. The Executive Director (ED) or designate is responsible for monitoring social media channels, to ensure there is no misuse or inappropriate or incorrect messages that need to be taken down, corrected or addressed.
2. All board members and employees of the Society need to be aware of their responsibilities towards the Society regarding acceptable and legal use of social media, social media sites and Society communications.
 - a) Don't discuss organizational and/or stakeholder issues without permission.
 - b) Don't say anything contradictory or in conflict with the NWT Seniors' Society mandate, Charter of Rights and Freedoms for Older Adults and vision.
 - c) Consider setting any Society specific social media sites so that comments can be reviewed and approved before they appear. This allows for:
 - i) Responses to comments to be made in a timely manner,
 - ii) Spam comments to be deleted, and
 - iii) Any comments that are offensive to be blocked.
3. When using social media, it is important that a person is clear about who they are representing and take responsibility for ensuring that any reference to the Society is factually correct and accurate and does not breach confidentiality or privacy requirements.
 - a) If uncertain or concerned about the appropriateness of any statement or posting, refrain from making the communication until you discuss it with the Board Chair and/or Executive Director (ED).
 - b) Use best judgement and be sure to make it clear when the views and opinions expressed are personal and do not represent the official views of the NWT Seniors' Society.



4. Any communication that refers to or relates to the Society or a person's relationship with the Society will be considered an NWT Seniors' Society communication, regardless of the purpose of the communication (e.g., personal or Society related).
5. Harassing, threatening, discriminating against or disparaging any individuals through social media is not acceptable.
6. Board members and employees of the Society should keep in mind that they are personally responsible for what they post online and be mindful that what is 'said' will be available publicly for a long time. If in doubt, ask.

B. Acknowledging and Correcting Mistakes

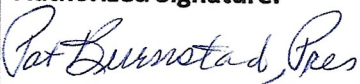
1. If a mistake is made, admit it and correct it quickly. For example, if an earlier post is modified, make it clear that this has been done.
 - a) Ask for support from the ED to rectify any mistakes; explain the situation so a solution can be identified.
2. It is important to respond to incorrect information, or incorrect allegations, in the social media channels where the mistake or incorrect statement appears.

C. Posting as an individual

1. When posting as an individual:
 - a) Board members and employees must be clear that they are sharing their personal views and are not speaking as a formal representative of the NWT Seniors' Society.
 - b) Consider not providing personal information that identity thieves can use, such as your home address or phone number.
 - c) Use a separate email address that is for personal use.

D. Archiving Social Media

1. All issues and inquiries to the NWT Seniors' Society social media that required follow-up, or ongoing monitoring and attention, will be documented and filed for future reference. This could be electronic or paper documentation.

Authorized Signature: 	Effective Date: Passed by Board resolution, February 11, 2025 Cancels & Supersedes: N/A Date of Last Review: N/A Date of Next Review: Winter 2029
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