

2.3.5 Social Media and External Collaboration Platforms

1. The purpose of this policy is to provide guidelines to FSA Directors and Staff in their use of and presence on Social Media and External Collaboration platforms. This policy should be read in conjunction with policy 3.1.11 Endorsements and Recognition.
 - 1.1. Social Media platform, in the context of this policy, means any program that provides a service for users to disseminate speech or content publicly (typically but not limited to messages, videos, photographs, and/or sound files).
 - 1.2. External Collaboration platform, in the context of this policy, means platforms such as BCIT's Microsoft 365 license, specifically, Teams Chats and Channels, as well as SharePoint or any other BCIT community message board.
2. The preferred means of communicating messages about the FSA and for FSA members is through the weekly Ebulletin, the FSA website, and by linking to the FSA website.
3. The FSA may create and maintain official accounts on Social Media platforms.
 - 3.1. On each Social Media platform, it should be clear to users whether the account, page, or group is publicly visible or visible only to 'friends', group members, or some other form of limited audience.
 - 3.2. The FSA Executive Director or designate, President, and Member Engagement Officer will each have administrator access to the account, page, or group.
 - 3.3. Each account, page, or group will include a prominent link to the FSA website for official communications and information.
 - 3.4. Each account, page, or group will include clear direction for members to guide them to the FSA for sensitive topics and for bargaining questions, space permitting.
 - 3.5. The account, page, or group administrators will moderate posts related to confidential labour relations and member information (hereinafter referred to as "confidential matters") when possible and will privately refer the author to the FSA website or office.
4. Participating in External Collaboration platforms can provide the FSA, its Staff, and Directors with an opportunity to share information and build relationships with both the BCIT Community and the general public.
 - 4.1. Communicating information about FSA activities on External Collaboration platforms should not replace communicating through the FSA E-Bulletin and website.

- 4.2. Directors and Staff must expect that all External Collaboration platform postings, including those in private groups, may be viewed by BCIT management. The simplest of statements may have unintended and damaging consequences that could remove or limit the rights of the FSA and its members or create a liability for the Association.
- 4.3. Accordingly, any content posted by a Director or Staff on behalf of the FSA should not address confidential matters.
5. The official spokesperson for the FSA is the President or designate. Directors or Staff should not claim to be communicating on behalf of the FSA.
6. Directors and Staff are not required to maintain any social media presence relating to the FSA.

Revision History

Date	Revision (Brief description)
March 2025	Revised policy approved – policy amended to update outdated terminology and remove platform specific references.
November 2024	Review and major revisions
February 2015	New policy – approved by the Board