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| **UPEI Student Union** | **Policy No.**  UPEISU20 | **Revision No.**  4 |
| **Policy Title:**  UPEI SU Social Media Policy | | **Page:**  1 of 4 |
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| **Authority:**  UPEISU Council | **Responsibility:**  General Manager | **Approved on:** |

1. **Preamble**

This policy is designed to ensure the consistent and proper usage of the UPEI SU social media outlets. This includes, but not limited to, platforms such as Twitter, Facebook, Youtube, Social Media Management programs which will be collectively referred to as social media. This policy is also designed to ensure that UPEI SU Council Members, UPEI SU Executive Committee Members, and UPEI SU Employees, as ambassadors of the UPEI SU, comply with the terms in this policy.

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1. **Social Media Password Distribution**
   1. The following are the social media accounts that the UPEI Su shall maintain and who has access and ability to post on behalf of the UPEI SU:
   2. Twitter
      1. The Fox & Crow
         1. Bar Manager
         2. Director of Communication
         3. Associated Director of Communications
         4. General Manager
         5. Student Assistant Manager
         6. Student shift Supervisor
      2. UPEI SU
         1. Director of Communications
         2. Associated Director of Communications
         3. General Manager
   3. Facebook
      1. The Fox & Crow
         1. Bar Manager
         2. Director of Communications
         3. Associated Director of Communications
         4. General Manager
         5. Student Assistant Manager
         6. Student shift supervisor
      2. UPEISU
         1. Director of Communications
         2. Associated Director of Communications
         3. General Manager
   4. Youtube
      1. Director of Communications
      2. Associated Director of Communications
      3. General Manager
   5. Management Programs
      1. Director of Communications
      2. General Manager
   6. Snapchat
      1. Director of Communications
      2. Associated Director of Communications
      3. General Manager
   7. Instagram
      1. The Fox & Crow
         1. Bar Manager
         2. Director of Communications
         3. Associated Director of Communications
         4. Student assistant Manger
         5. Student Shift Supervisor
2. UPEI SUDirector of Communications
3. Associated Director of Communications
4. General Manager
   1. The Cadre
      1. Cadre Editor In Chief
      2. Cadre Managing Editor
      3. General Manager
5. **Posting**
   1. All those with passwords are permitted to post on the platform with which they have access, with the exception of the UPEI SU General Manager whose role is solely regulation.
6. **Content of Postings**
7. Pursuant to the objective of the UPEI SU and the Prince Edward Island *Human Rights Act*, discrimination and harassment, based on, but not limited to, the following grounds of age; race; colour; religion; creed; sex; gender identity or expression; sexual orientation; disability; ethnic, national or Aboriginal origin; family status; marital status; source of income; political belief; affiliation, or activity; or an individual’s association with another individual(s) having characteristics referred to in previous groups will not be tolerated at any events sponsored by the UPEI SU or in any space operated by the UPEI SU. This extends to behaviour on online social

media platforms and accounts which are owned, operated or controlled by the UPEI SU and the student organizations governed by the UPEI SU.

1. Regardless of whether the posting is intentional or not, or based on a characteristic or perceived characteristic, such postings involving any form of discrimination or harassment, such as those found in subsection (1), on online social media platforms and accounts which are owned, operated or controlled by the UPEI SU or student organizations governed by the UPEI SU will noted be tolerated.
2. **Code of Conduct**

The following code of conduct will be posted on all social media platforms and accounts which are owned, operated or controlled by the UPEI SU or student organizations governed by the UPEI SU:

**UPEI SU ONLINE CODE OF CONDUCT**

*The UPEI Student Union (UPEI SU) will not tolerate discriminatory remarks or harassment in any form. This includes, but is not limited to, the following:*

* *Remarks or images that are based on racist, sexist, ableist, homophobic, or transphobic sentiments;*
* *Comments that attempt to demean, humiliate or threaten any individual or group based on any of the grounds listed above; and*
* *Defamatory or libelous statements against any individual or group*

*Comments or posts that do not comply with these rules will be removed. Users who disregard the UPEI SU Online Code of Conduct will be removed and/or blocked from social media platforms and accounts owned, operated, or controlled by the UPEI SU or a student organization governed by the UPEI SU.*

*Users who are removed from social media platforms and accounts owned, operated, or controlled by the UPEI SU or a student organization governed by the UPEI SU, may also be removed and/or blocked from other social media platforms and accounts owned, operated or controlled by the UPEI SU or a student organization governed by the UPEI SU.  
Instances of harassment, threats or other criminal behaviour may be reported to the police, the University, the PEI Human Rights Commission, or any other regulatory body deemed appropriate in the circumstances.*

1. **Additional Accounts**
2. UPEI SU Council Members, UPEI SU Executive Committee Members and UPEI SU Employees are ambassadors of the UPEI SU and their actions, whether in the course of employment or not, reflect on the UPEI SU. UPEI SU Council Members, UPEI SU Executive Committee Members, and UPEI SU Employees are not to do anything that would bring the administration of the UPEI SU into disrepute. This includes a UPEI SU Council Member, UPEI SU Executive Committee Member or a UPEI SU Employee, whether through a social media account owned, operated and controlled by the UPEI SU or a student organization governed by the UPEI SU, or through their own personal social media accounts, posting anything that is considered to be a form of discrimination or harassment as discussed above in section 4 of this policy.
3. If a UPEI SU Council Member, UPEI SU Executive Committee Member or a UPEI SU Employee is found to have violated this policy in any way, whether through their own personal social media accounts or through a social media account owned, operated and controlled by the UPEI SU or a student organization governed by the UPEI SU, they may be subject to the disciplinary procedures outlined in the UPEI SU Employee Training and Disciplinary Procedures Policy
4. Regulation of Content
   1. The UPEI SU General Manager is responsible for overseeing the appropriateness and posting on the UPEISU social media platforms.
   2. If a member of the UPEI SU has a concern regarding any postings made on the UPEI SU social media platforms and accounts, they may bring their concern to the attention of the UPEI SU General Manager.
   3. The General Manager is responsible for acting on any inappropriate posts made to UPEI SU social media platforms. Any action required should be referred to the UPEI SU Employee Training and Discipline Procedure Policy.