

# HCA SOCIAL MEDIA POLICY

**Use of Social Media by Hampton Community Association (HCA) members and volunteers engaged in online interaction on the Village of Hampton social media sites, villageofhampton.ca website, online blogs, or any other online conversation that involves information about the Village of Hampton, Hampton Community Centre Hall, and its members/volunteers on a private site is also required to meet a social media standard that mandates:**

**A.** Communications on the Village of Hampton's behalf should be based on current, accurate, complete and relevant info, it is the HCA member's or volunteer's responsibility to assure it is relevant to the community and the hall.

**B.** Online postings must not reveal any confidential information. If there are questions about what is considered confidential, HCA members and volunteers should check with the HCA Chairperson, Vice-Chair, Treasurer, or Secretary.

**C.** Village of Hampton will not tolerate inappropriate posts or comments such as swearing, profanity, or personal attacks. We reserve the right to remove any content that is posted or any reason or at any time.

**D.** If any HCA member or volunteer encounters a situation while using Village of Hampton social media that threatens to become hostile, you should disengage from the conversation and notify the Chairperson or Vice-Chair, Treasurer, or Secretary.

**E.** Ensure that privacy, confidentiality, copyright laws are adhered to, and you must not make comments that are considered defamatory or libelous.

**F.** HCA members or volunteers shall not discuss the Village of Hampton, the Hall, or any of its fellow members/volunteers in a negative way through personal social media pages, online blogs, and other online sites.

**G.** The designated member(s) will respond directly to online comments and inquiries that are generated by the public. If the designated member(s) does not know the answer, he/she will consult with Chairperson, Vice-Chair, Treasurer, or Secretary to confirm the information for a response.

**H.** Only the current elected HCA members will be designated Admin Members that will have administrative access to any Village of Hampton committee social media pages. Minimum of 4 active Admin Members. Volunteers will not have access to admin privileges but can comment on the pages as per above guidelines.

**I.** Any HCA member that resigns or is not elected HCA member, will have admin access removed from Village of Hampton social media sites, if admin privileges cannot be removed he/she must remove himself/herself as Admin Member. Failure to do so will have you banned from the social media site.

### **General Online Etiquette Guidelines:**

1. Consider whether social media or online site is the best way to communicate;
2. Do not send information that you wouldn't want forwarded to a large audience;
3. It is better to offer a humble opinion and write with reason and diplomacy than to preach it;
4. Commentary should be expressed in such a way that it can't be misrepresented or misunderstood. Keep in mind that brief, well-written messages have a greater impact;
5. Spelling and grammar are important: write, edit and proofread. Use professional, but easy to understand language. Be the first to correct your own mistakes.
6. Understand that content contributed to a social media or online page could encourage comments or discussion of opposing ideas. Consider responses carefully and think about how it will reflect on you, its HCA members and/or the Village of Hampton and/or the Hampton Community Centre Hall.
7. Use caution posting, sharing posts, or tagging photos, if necessary ask permission before sharing posts or tagging others.
8. Go easy on the #hashtags. Don't over use on the post(s).
9. Only approve third-party posts that are deemed acceptable and relevant to the Village of Hampton and/or the Hampton Community Centre Hall, not outside.
10. Don't post, promote or recommend yours or someone else's businesses.