



**Micmacs of
Gesgapegiag**

Social Media Policy

**Approved on
February 27, 2023**

1. POLICY STATEMENT

This Use of Social Media Policy (the “**Policy**”) sets out the expectations and requirements of the Micmacs of Gesgapegiag (“**Gesgapegiag**”) towards its employees with respect to their use of Social Media.

The term “**Social Media**” means: “Forms of electronic communication (such as websites for social networking and microblogging) through which users create online communities to share information, ideas, personal messages, and other content (such as videos)” (Merriam-Webster Dictionary).

They include, but are not limited to: Facebook, Instagram, Twitter, LinkedIn, TikTok, Snapchat, Jobboom, Myspace, Messenger, Quora, WhatsApp, Glassdoor, and other sites such as blogs, wikis, social networking websites, podcasts, forums, message boards, employer review sites or comments on web articles.

2. SCOPE

This Policy applies to all employees of Gesgapegiag, regardless of their position, hierarchical level or status (including any permanent, part-time, full-time, ongoing, term and seasonal employees).

3. WORK AND SOCIAL MEDIA

Each employee’s actions on Social Media, not only during, but also outside of work hours, may reflect on Gesgapegiag. Employees should use their best judgment when posting on Social Media and always consider how their actions may impact the image and reputation of their employer.

Employees are required to refrain from sharing any work-related content on Social Media that disparages the work, reputation or image of Gesgapegiag.

Further, employees must be mindful about posting/commenting on Social Media where it relates to other community members who may also be Gesgapegiag employees, as these posts/comments may violate this Policy, or other Gesgapegiag policies, such as Gesgapegiag’s *Policy – Promoting a Violence-Free and Harassment-Free Workplace* (the “**Harassment Prevention Policy**”). Indeed, personal opinions, gossip or messages to other community members which “may cause offence, humiliation or other physical or psychological injury or illness to an employee” or which may be discriminatory may constitute a violation of the Harassment Prevention Policy, even if these employees do not work directly together or if the behaviour was not confined to working time. Further, such commentary is not appropriate and not professional.

Employees must note that any use of Social Media (whether or not accessed for work purposes, if applicable) may be monitored by Gesgapegiag.

This Policy sets out more specific requirements and prohibitions employees of Gesgapegiag must comply with when using Social Media.

4. POLICY REQUIREMENTS

Employees are required to comply with the following requirements:

- Employees are prohibited from using Social Media during working time, unless specifically authorized to do so as part of their job duties;
- Employees are prohibited from using Gesgapegiag equipment to engage in use of Social Media, unless specifically authorized to do so as part of their job duties;
- Employees are prohibited from making any Social Media posts/comments containing proprietary or confidential information of Gesgapegiag;
- Employees are prohibited from making any Social Media posts/comments which are derogatory, negative or disparaging about Gesgapegiag, its governance, its clients, stakeholders or other Gesgapegiag employees;
- Employees are prohibited from mentioning Gesgapegiag (or its employees or representatives in such capacity) in any Social Media posts/comments or referring to Gesgapegiag, unless they have obtained prior written consent to do so by the Director of Communications and Policy;
- Employees are prohibited from making any Social Media posts/comments on behalf of Gesgapegiag or communicating as a representative of Gesgapegiag without prior authorization to act in this capacity, unless this is part of their job duties;
- Employees must further ensure that it is clear that any post/comments they make on Social Media represent their personal views and opinions, and not those of Gesgapegiag;
- Employees are prohibited from using any Gesgapegiag logo on Social Media, unless specifically authorized to do so;
- Employees are prohibited from posting or commenting any illegal or unlawful material on Social Media, including material that is obscene, defamatory, discriminatory, libellous, threatening or depicting illegal activity (e.g. illegal drug use);
- Employees are prohibited from committing any breach of intellectual property rights or copyrights through their use of Social Media;
- Employees are required to comply with all other Gesgapegiag policies when using Social Media, including Gesgapegiag's *Policy – Promoting a Violence-Free and Harassment-Free Workplace*.

5. MONITORING AND POLICY VIOLATION

Violations of this Policy may result in disciplinary action, up to and including termination of employment.

6. SURVIVING OBLIGATIONS

Employees whose employment with Gesgapegiag ends, for any reason, still owe duties of loyalty and confidentiality to Gesgapegiag, which survive the termination of employment. This means such individuals will continue to be prohibited from posting/commenting on Social Media in a manner that may negatively impact Gesgapegiag's reputation or in a manner that may divulge any confidential information belonging to Gesgapegiag.

7. QUESTIONS

For questions related to this policy, employees should contact the Human Resources Manager. HR@gesgapegiag.ca