

Latest Draft – Circulated 03/28/12

Contact socialmedia@pridetoronto.com with any questions, concerns or comments.

Pride Toronto social media policies

In order to effectively communicate with Pride Toronto's diverse constituencies and to facilitate productive discussions, a few important guidelines must be followed:

- **Post Responsibly:** As a public-serving organization, Pride Toronto's communications must be factually accurate, relevant and clear. All social media interactions must use respectful language and content that complies with Pride Toronto's mission, vision, values and policies. Pride Toronto's Dictionary (see Appendix II) should be a resource for language that meets this purpose. While encouraging open discussions, there must be no abuse, harassment or personal attacks occurring on official or affiliated Pride Toronto accounts.
- **Think Twice, Post Once:** The Internet is "permanent," meaning that even if a post is edited or deleted, it may still be possible to retrieve it, and it could have been forwarded by others. Communications should be reviewed before posting and, where possible, reviewed by another Team member prior to publication.
- **Respect Privacy & Confidentiality:** Names and/or contact information for individuals who have not provided their express consent must not be used on social media. Reasonable precaution and sensitivity to others' needs for discretion must be respected. Where individuals have given their consent, only the name and pronouns they have provided may be used. Generally speaking, gender-specific language is to be avoided unless it has been confirmed appropriate.

No information that is proprietary to Pride Toronto and/or has not yet been publicly announced may be posted on social media. Regardless of privacy settings, social media **must NOT** be used to relay sensitive or confidential information and all posts should be treated as if they are public.

- **Respect Intellectual Property Rights:** Content belonging to another source must not be used without their permission. Re-tweeting or linking to content is an acceptable way to share content published by others as it maintains a connection to the original source. However, it must be clear that re-tweeting content does not constitute endorsement of it by Pride Toronto.
- **Comply with Platform Rules:** Content must comply with the policies of the relevant social media platform. The rules of each social media network should be consulted, particularly as they apply to sexually explicit content, to ensure that any content posted does not place the organization at risk of having their accounts closed.
- **"On behalf of Pride Toronto" vs "About Pride Toronto":** Only spokespersons appointed by the Board or Executive Director are authorized to speak on behalf of Pride Toronto. Where another person's role in the organization may lead to a misperception that they speak on behalf of the Pride Toronto, a disclaimer such as "I am not authorized to speak on behalf of Pride Toronto" must be employed. Caution must be exercised to ensure that Pride Toronto and its representatives are not communicating in a way that may be damaging to Pride Toronto's reputation or standing within the LGBTTIQQ2SA communities.

Social media must not be used to discuss, criticize or debate issues related to the internal business of Pride Toronto. Questions, concerns, and criticisms are welcome, but must be appropriately addressed within the organization. Volunteers are invited to address such matters to their Staff Liaison.

Sound judgment and common sense must always be exercised.

- **Promote Healthy Discussions:** All of Pride Toronto shares a responsibility to encourage open dialogue in the LGBTTIQQ2SA communities. However administrators of, or participants in any of Pride Toronto's social media accounts must monitor and moderate content posted by other users to ensure they abide by the Pride Toronto Social Media Community Guidelines (see Appendix I). This will ensure that all information available on Pride Toronto affiliated social media is consistent with the organization's values.
- **When in doubt, ask!** Any posts containing potentially damaging information must be reported to the Communications Group to be addressed and the Group should always be engaged to assist in responding appropriately.

Any media inquiries must be referred to the Communications Advisor and Executive Director.

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The following disclaimer should be posted, where possible or linked to on all Pride Toronto affiliated social media accounts (e.g., posted on a Facebook info page, linked to from a Twitter profile page).

Pride Toronto Social Media Community Guidelines

Pride Toronto encourages open, respectful conversation with a few simple guidelines.

Pride Toronto monitors activity on our social media accounts to ensure the most informative and enjoyable experience for all members of our community. Where applicable, we ask that you keep your comments relevant to the original post. Off-topic comments may be removed to ensure that the conversation remains productive.

In order to facilitate respectful conversation, Pride Toronto reserves the right to respond to, or remove any posts, photos and/or comments that are:

- *Attacking or harassing an individual. We welcome frank discussions, but NOT abusive or offensive language, or personal attacks.*
- *In violation of the policies of the social media platform on which the material has been posted.*
- *Referencing personal contact details of others (including street address, phone number, online identification/screen name, email address, etc).*
- *Personal or commercial solicitations/advertising not relevant to Pride Toronto's activities or community including content that can be classified as spam.*
- *Fraudulent, suspicious or misleading. We reserve the right to address factual errors.*
- *In violation of any intellectual property right of another or in violation of any laws or regulations.*

Any users who repeatedly post content that does not comply with the above may be removed from the discussion.

Posters should be aware any posts, photos or videos shared on this site are public, including any comments. Participants should not submit personal or any other information that they do not want made public.

Any questions about Pride Toronto's Community Guidelines can be directed to socialmedia@pridetoronto.com