



SOCIAL MEDIA POLICY

FA Communications Committee

Purpose of UPEIFA's Social Media Presence

The UPEIFA's social media are to be used to communicate information of pertinent interest to FA Members, highlight the activities of the UPEI Faculty Association, and promote solidarity.

As Members already subscribe to other social media feeds according to their professional interests, this mandate is to be construed narrowly in order to avoid duplicating material that is available elsewhere, or burdening Members with material that is not relevant.

Scope of Policy

This policy covers UPEIFA's Facebook, Twitter and Instagram accounts. In the event of job action, this policy is suspended.

Responsibilities

This policy falls under the mandate of the FA Communications Committee.

Responsibility for the daily operation of the UPEIFA's social media accounts falls to the FA Professional Officer, the Communications Committee Social Media Officer, and the UPEIFA President.

The FA Professional Officer should monitor all UPEIFA social media at least once a day for comments, and alert the Executive should a response to a comment be required.

The UPEIFA President can delete any posting s/he deems inappropriate without the approval of the Executive or the Communications Committee.

In the event of job action, responsibility for social media reverts to the FA Executive.

Nature and Frequency of Postings

Where possible, postings to social media should be short (fewer than 300 characters) and be accompanied by a photograph or image. Longer pieces should be posted to the FA's website, with a short summary posted to social media with a link.

The FA Professional Officer and the Communications Committee Social Media Officer will strive to post twice a week during the fall and winter terms.

Types of Submission for Social Media to be posted by FA Professional Officer

- Information about UPEIFA meetings and elections.
- Information about hosted or sponsored events, activities and campaigns.

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- Notices about FA Award Nights, including information about Merit and Hessian Award winners and FA-sponsored scholarships.
- Photos from FA events
- Requests for feedback from Members.
- UPEIFA committee reports, position papers, and publications (including *The FABric*.)
- CA updates, including notices about memoranda of understandings
- CA dates to remember.
- Death notices concerning former Members, including information about funerals and visitations, and memorial tributes.
- Campaigns intended to promote solidarity within the UPEIFA.

Types of Submission for Social Media to be posted by FA Communications Social Media Officer

- General interest articles from and links to *the FABric*, including welcome to new members, the “Big Question,” but excluding obituaries.
- Solicited items from Members.

Types of Submission for Social Media to be posted by FA President and/or Designate

- Bargaining updates.
- Other material as deemed appropriate by the FA Executive from time to time, including but limited to notices from CAUT and other labour organizations.
- Notices of job action at other Canadian post-secondary institutions, including expressions of solidarity, and reports from UPEIFA flying pickets.

Material that WILL NOT be posted

- The President’s Report from *The FABric*.
- Grievance updates.
- Material that might compromise Association solidarity.
- Information that may be considered confidential or contrary to the interests and official mandate and policies of the UPEIFA.”
- Information about bargaining positions.
- Items that relate to Administration, the Senate or Board of Governors, the Student Union, and general UPEI activities
- Items of a commercial nature.
- Items that appear to endorse an initiative or project, except as authorised by the Executive.
- Support for a political party, except as authorised by the Executive.

Social Media Policy During a Job Action

Scope of Policy

During job action, the UPEIFA's regular social media policy is suspended, and responsibility for social media reverts to the Executive for the duration of the action.

Responsibilities

All postings must be approved by the UPEIFA President.