

WindReach Farm

A centre for inclusion and personal achievement for people of all abilities.

www.windreachfarm.org

CODE OF CONDUCT – SOCIAL MEDIA

Purpose and Rationale

Social media sites offer a unique opportunity for WindReach Farm to interact with others, including members of many agencies and communities that we serve. However, it is important for volunteers to observe and follow the guidelines listed below when using social media websites and related online web applications.

This is intended to clarify WindReach Farm's expectations in the use of social media websites and related applications via desktop, laptop or tablet computer web browser, widget (graphical user interface), and mobile/smartphone or other application.

Social Media Sites

Social Media Sites are communication tools that allow users to electronically interact with one another in some way by sharing information, opinions, knowledge and interests, such as (but not limited to): websites, online forums, blogs, wikis, social communication or other social networking sites, media or methods, whether these sites are accessed on or off campus, or through a corporate or personal computing device.

Examples include, but are not limited to: Facebook, MySpace, YouTube, Twitter, Skype, Flickr, Tumblr, Blogger, Wordpress, Foursquare, Newspaper and magazine commenting areas, etc.

WindReach Farm has established strict guidelines for the use of social media sites to protect the privacy and confidentiality of WindReach's visitors, stakeholders and animals and to safeguard the organization's reputation. Consistent with the guidelines listed below, WindReach will participate in the use of social media and monitor mentions of the organization on the web (including postings on social media sites and virtual areas such as blogs and message boards) to engage members of the community as well as identify and mitigate risk issues, privacy breaches, and other activity contrary to the guidelines set out in this document or other policies established by WindReach.

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1. If you identify your affiliation with WindReach Farm, your social media activities should be consistent with WindReach Farm's high standards of professional conduct. Be professional, use good judgment and be accurate and honest in your communications.
2. Content related to WindReach Farm that is posted on a page, blog or social networking website must comply with WindReach Farm's policy on Social Media, including any policies related to discrimination and harassment.
3. You must write in first person, and where your connection with WindReach Farm is apparent, make it clear that you are speaking for yourself and not on behalf of WindReach. In those circumstances, you must include the disclaimer: "the views expressed are my own and do not reflect the views of my employer." Consider adding this text to the "About me" or "Bio" section of your social media profile.
4. Your social media name, handle, picture and URL should not include WindReach Farm's name or logo.
5. If you would like to share any WindReach Farm pictures or videos on a WindReach social media website, you must contact the Executive Director to get the information added on the WindReach Farm social media website.
6. WindReach Farm's official social media presence is managed by the Executive Director.

WindReach Farm volunteers who are found to be acting in a manner that is inconsistent with the above guidelines may be subject to disciplinary action, which could include termination of volunteering in affiliation with WindReach and in more serious cases, WindReach may pursue legal action as appropriate.

Signature: _____

Date: _____

Witness: _____

Date: _____

If you have any questions or require clarification of any information contained in this policy and its guidelines, please do not hesitate to contact the Executive Director of WindReach Farm at 905-655-5827 ext. 233.