

# Manitoba Crafts Museum and Library

## SOCIAL MEDIA POLICY

**Revised:** Spring 2022

**Adopted:** September 7, 2022

**Responsibility:** Board of Directors

**To be reviewed:** 1<sup>st</sup> quarter 2025



### 1.0 INTENT

This policy outlines why and how social media is used by the Manitoba Crafts Museum and Library (MCML), and outline guidelines for social media posts. Expectations of representatives of MCML (which shall refer to the staff and volunteers of MCML) and the standards for monitoring participation by members of the public in their use of social media area also included.

### 2.0 SCOPE

- 2.1. This policy applies to all MCML representatives who manage and monitor the various social media platforms that MCML utilizes.
- 2.2. This policy also applies to users (members of the public) of these social media platforms and user-generated content.

### 3.0 DEFINITIONS

**Social media** is websites that integrate technology and social interaction.

The major **social media platforms**, and those currently used by MCML, include but are not limited to Facebook, Instagram, Twitter, and Pinterest.

**Social media users** are members of the public who use social media.

**User Generated Content** is original content (comments, stories, videos, drawings etc.) created by an external user of social media and posted on MCML social media platforms.

## **4.0 POLICY**

- 4.1. Social media is used by the MCML to engage existing and new audiences, to promote events and exhibits, and to promote the values and importance of MCML.
- 4.2. Social media shall be treated as other forms of communication and shall follow the same policies, standards, and guidelines.
- 4.3. Comments shall be moderated and removed if deemed necessary.
- 4.4. MCML social media accounts shall be regularly updated.

## **5.0 GUIDELINES FOR POSTED CONTENT**

- 5.1. MCML representatives must communicate on social media and with users in an ethical and professional manner.
- 5.2. Online content posted on social media shall reflect guiding values and the Mission of MCML.
- 5.3. Social media accounts must be maintained and content should be posted at least once weekly.
- 5.4. Content that is posted on MCML social media accounts shall be accurate and reliable.
- 5.5. If a mistake is posted by MCML it shall be corrected in a timely manner.
- 5.6. All content posted must be owned by MCML or MCML must have permission to post the content.
- 5.7. The tone of posted content shall be professional and respectful, yet conversational. While social media is generally informal, spelling and grammar must be correct.
- 5.8. Content that is personal (email address, phone number, or other personal information), abusive, unlawful, harassing, discriminatory, libelous, obscene, false, or pornographic shall not be permitted.
- 5.9. Copyrighted or trademarked material shall not be posted unless MCML is the copyright holder.

- 5.10. No confidential information, nor anything that conflicts with the Privacy Policy or organizational values shall be posted.
- 5.11. Political, religious, or commercial non-museum product endorsements shall not be posted.

## **6.0 USER GENERATED CONTENT**

- 6.1. User comments and other content are welcomed but they must fit within MCML's Terms of Use and the social media platform's own Terms of Use.
- 6.2. MCML shall monitor social media platforms and has the right to remove content that does not comply with the MCML Terms of Use.
- 6.3. If any discrepancies arise with users they shall be directed to MCML's Terms of Use and the social media platform's own Terms of Use.

## **7.0 TERMS OF USE**

- 7.1. MCML has the right to remove content that is deemed inappropriate. Content will be removed from MCML social media platforms if:
  - a) it is racist, discriminatory, abusive, or otherwise conflicts with organizational values;
  - b) it violates copyright, trademark, or other intellectual property rights;
  - c) it is spam or commercial advertising;
  - d) it is unrelated to the MCML or MCML's mission.
- 7.2. Content posted by users must also follow the social media platform's own Terms of Use.

## **8.0 PERSONAL USE OF SOCIAL MEDIA**

- 8.1. An MCML representative has the right to use personal social media accounts separate from MCML's accounts.
- 8.2. Personal social media should not be used during work hours.

- 8.3. MCML representatives may, but are not required to, promote MCML and related events on their own social media.
- 8.4. MCML email addresses shall not be used to set up personal social media accounts.
- 8.5. Employees shall not post or disclose confidential information regarding the museum or any other content forbidden by the Privacy Policy.

**9.0 POLICY REVIEW**

This policy shall be reviewed every 3 years.

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President

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Date