



GUIDELINES FOR USE OF SOCIAL MEDIA

Effective Date: July 5, 2018

Background:

Social media is widely used by organizations to promote their mandate among wider audiences and keep stakeholders informed of current activities. Coast Funds is seeking to further its engagement with First Nations, stakeholders and the public through an updated web and social media presence. Use of social media by Coast Funds' communications staff and directors is guided by our Social Media and Crisis Communication Plan.

Staff and Board members are encouraged to become online ambassadors by sharing Coast Funds' web and social media content pursuant to the following guidelines. Several issues are pertinent to Coast Funds in this regard:

- Coast Funds has chosen to devote limited resources to maintain and grow an official social media presence on Facebook, Twitter and LinkedIn. Coast Funds' social media, in addition to its website and email Talking Stick publication, will benefit from any complementary online conversation generated by individual staff and Board members.
- For example, links to [Coast Funds' website](#), Talking Stick, and Coast Funds' social media posts may be brought to a wider audience by staff and Board members' individual use of social media. This will also help raise awareness of the conservation and economic development activities of First Nations in the Great Bear Rainforest and Haida Gwaii. Staff and directors are encouraged to share posts from Coast Funds' official social media accounts (using the native functionality of social platforms) to increase awareness and generate further engagement on official posts.
- It is important to note any individual social media activity will not pre-empt or detract from the established communications protocols and relationships between Coast Funds and Participating First Nations, Members and regional groups.
- It is important to note staff and Board members posting information relevant to Coast Funds on personal social media accounts are responsible for the content they publish.

Guidelines:

Coast Funds staff and directors are encouraged to post information about Coast Funds on their personal or other social media pages or forums to promote the activities, values, and goals of Coast Funds. Where they are consistent with the requirements and guidelines set out below, such posts do not require prior approval from the Executive Director. If uncertain about the content or timing of a social media post, staff and directors are encouraged to contact the Executive Director (who may engage the Communications Committee) in advance for advice.

The following requirements must be met:

1. Adherence to the Coast Funds' [Communications Policy and Procedural Guidelines](#).
2. Adherence to the [Director](#) and the Staff Ethical Conduct Policies.
3. Only information that is in the public domain may be published.



4. Unauthorized individuals must refrain from making official statements on behalf of Coast Funds.
5. A link to the [Coast Funds website](#) or a First Nation's website is encouraged whenever possible.
6. The privacy of individual First Nations members, colleagues and employees must be respected.
7. Content that is politically sensitive should be approached with caution. Best judgement should be used to ensure that the public image of Coast Funds and First Nations are upheld and that First Nations' objectives are not jeopardized.