

APEGBC Social Media Guidelines

Purpose

This document is intended to provide guidance to APEGBC staff, Council and internal stakeholders concerning the use of social media by APEGBC, and guidelines with respect to reference of APEGBC in personal use of social media. APEGBC's corporate social media accounts (as listed below) are managed and monitored by the Communications Department. The purpose of these accounts is to inform members of what's happening at APEGBC, and to provide an online two way channel of communication between the association and our stakeholders.

- Our activity and presence on social media sites supplements the information we publish on our website.
- We can remind members of important dates and related regulatory information.
- We can link to interesting and useful information about APEGBC published by other people.
- We can better communicate with those using mobile devices and social networking.

We are aware of the changing nature of online communication and our use of the above channels will be influenced by our members' participation and response to it.

APEGBC Corporate Social Media Accounts

APEGBC has corporate accounts on the following social media platforms:

- Twitter ([@APEGBC](#), [@APEGStudents](#))
- [LinkedIn](#)
- [YouTube](#)
- [Facebook](#)

Provisions for Use

3.1 APEGBC Corporate Social Media Accounts

APEGBC's corporate social media accounts as listed above are administered by the Communications. In order to maintain consistency in our communications, all posts referring to APEGBC should be coordinated by Communications staff. ***Only designated staff members are authorized to post on behalf of the association.***

3.2 Reference to APEGBC on Personal Social Media Accounts

In posting material relating to APEGBC on personal social media accounts such as Twitter, LinkedIn, Facebook or YouTube either directly through a mention of APEGBC, using relevant hashtags, or indirectly, we ask that you adhere to the following principles:

Respect APEGBC, its Staff and Members. Social media sites are public space and we expect you to be respectful of the association, staff, volunteers and members.

Use Common Sense. Think before you post. Social media accounts are accessible to the public and what you post could have significant consequences. If you would not be comfortable with your supervisor, co-workers, or the executive team reading your words, do not write them.

Terms and Conditions for Social Media Use Related to APEGBC

To ensure compliance with privacy and confidentiality agreements, in posting material relating to APEGBC on personal social media accounts either directly through a mention of APEGBC, using relevant hashtags, or indirectly, you agree not to:

- a) Post material that APEGBC determines is profane, obscene, offensive, libelous, defamatory, threatening, harassing, abusive, inappropriate, inflammatory or otherwise objectionable towards any individual or entity.
- b) Post material that infringes on the rights of APEGBC or any individual or entity, including privacy, intellectual property or publication rights.
- c) Disclose any information that is confidential or proprietary to APEGBC or any third party that has disclosed information to us.

APEGBC reserves the right to ask staff, councillors or other internal stakeholders to remove or edit posts on social media sites at any time should they violate these Guidelines.

APEGBC reserves the right to amend these Guidelines from time to time in our judgment to address issues that may arise and changes in our operations or the law.

Definitions and Use of Social Media by APEGBC

Social Media

Social media includes web-based and mobile based technologies which are used to turn communication into interactive dialogue among organizations, communities, and individuals. APEGBC uses social media as a communications channel, promoting two- way conversations that engage with and inform members, stakeholders, and the public.

Twitter

Twitter is a real-time information network that connects users to the latest stories, ideas, opinions and news about what you find interesting. APEGBC uses Twitter to quickly share information with our followers, gather ideas and feedback in real time, and build relationships with members, the public, and other stakeholders.

LinkedIn

LinkedIn is a business-oriented social network. It allows users to create a professional profile,

list their present and past employment, and link up with former and current colleagues. APEGBC uses LinkedIn to facilitate professional connections and online discussion amongst members, the public and other stakeholders in the APEGBC group.

YouTube

YouTube allows billions of people to discover, watch, and share originally-created videos. YouTube provides a forum for people to connect, inform, and inspire others across the globe and acts as a distribution platform for original content creators and advertisers large and small. APEGBC uses YouTube to share video content showcasing the professions of engineering and geoscience with members, the public, and other stakeholders.

Facebook

Facebook's mission is to make the world more open and connected. People use Facebook to stay connected with friends and family, to discover what's going on in the world, and to share and express what matters to them. APEGBC uses Facebook to connect with student members about upcoming events and initiatives that are relevant to them.

Hashtag

A tag embedded in a message posted on a social media platform, consisting of a word within the message prefixed with a hash sign (#APEGBC). APEGBC will use a number of different hashtags to tag conversations relevant to special events, programming, or topics relating to the professions (#NEGM, #APEGAC12, #CPD)