

Category: Operations

Policy Name: Social Media Policy

Number and date of approving motion: 2022-06, 22 February 2022

President's signature:



Binding Purpose

To define expectations and restrictions for use of social media to ensure consistent public messaging and protect the reputation of the MHS for accuracy and honesty.

This policy governs the publication of and commentary on social media by Executive and Council members, regular members (all of whom are volunteers) and staff of the Manitoba Historical Society. MHS values the benefits of social media to build meaningful relationships with its members, volunteers, partners, sponsors, and the general public. Social media is designed to be fun, interactive and show the best of MHS and its membership

For the purposes of this policy, social media means any facility for online publication and commentary, including without limitation: blogs, wikis, social networking sites (such as Facebook, LinkedIn, Twitter, Flickr, Instagram, Tumblr, YouTube, TikTok and podcasts, the MHS website and any other sites associated with MHS. This includes text and photo material. Please remember social media is designed to be fun, interactive and show the best of MHS and its membership.

Policy Requirements:

- 1. General requirements:** All users of social media as it relates to the MHS must follow the same ethical standards and policies outlined in this policy. We all reflect a diverse set of customs, values, and points of view. Please respect these. Respect of the MHS code of conduct and by-laws is mandatory. Unless there is an agreement or memorandum of understanding with another organization, the MHS does not share, like or re-tweet a post from that organization.
- 2. MHS Social Media Accounts:** Only individuals who have received permission from the Executive Director or President may publish or comment via social media under MHS's established accounts or sites, and only in accordance with this policy. Publication and commentary on social media carry similar obligations to any other kind of media, publication, or commentary. The Executive Director will complete a social media audit annually and maintain a list of authorized people.
- 3. Personal Social Media Accounts:** When posting under personal accounts, use good judgment to be clear the views and opinions expressed are yours and do not represent the official views of MHS. When in doubt, contact the Executive Director for guidance. Unapproved accounts or individuals violating this agreement may be asked to delete the account, and/or face further discipline from MHS.

4. All MHS volunteers (Executive, Council, and members) must respect the following guidelines when using social media:

- If approved to post on the MHS social media sites, a consistent voice must be maintained – one that complies with MHS’s ethical standards and by-laws. Posts and comments must be clearly identified as coming from an individual within those managing the page. This style of ‘personal’ post or comment must feature the poster’s name in square brackets i.e., [Name Here]
- All social media activity must be respectful of all individuals and communities with whom the MHS interacts on social media platforms.
- All social media activity must be polite and respectful of other people’s opinions, even in times of online debate.
- No social media activity shall disclose other people’s personal information within social media platforms without their explicit permission.

No social media activity shall disclose confidential MHS information, for example financial details, business plans, imminent departure of key people, unpublished details about MHS, details of current projects, future unreleased events or plans, financial information, research, and personal membership information.

- No social media users shall post material that is obscene, defamatory, threatening, harassing, discriminatory or hateful to another person or entity, including MHS, its employees, volunteers, competitors and/or other business-related individuals or organizations.
- Professionalism must be maintained in MHS’s online communications platform. This includes ensuring the use of proper grammar, syntax, and style in every social media post and on the website.
- All online content posters users must be mindful of the importance of, and respect MHS’s reputation. No social media posts should bring MHS’s reputation into disrepute.

5. Photos and design: If approved to post on the MHS social media sites, a consistency and high standard of photographic or graphic design and sensibility must be used, and ideally in accordance with the proper dimensions suitable for the social media platform.

- Proper sizing of images presents a professional brand, avoids pixilation or stretching of images.
- Photos will be optimized for each specific social channel’s feed. This increases engagement.
- Proper sizing ensures the viewer will see the full photo. Incorrect sizing can cut off posts and messaging.
- Following social media image size standards helps to create “evergreen” content. Which means less work, and no edits to how images are presented.
- Whenever possible, try to utilize MHS images.

The following guidance of dimensions for pictures/graphics should be followed:

Facebook graphics must be formatted as:

Cover Photos: 820x312

Post & Timeline Photos: 1200x630 (minimum size 600x315)

Carousel Display (2-10 images in same post): 1200x1200

Event Cover Photo: 1200x628

Ads: Minimum 1080x1080

Instagram must be formatted as:

Landscape: 1080x566

Portrait: 1080x1350

Square: 1080x1080

Stories: 1080x1920

Twitter posts must be ideally formatted as 1200x 675

When in doubt, please consult with the Executive Director for proper re-sizing.

7. Copyright: It is critical that you show proper respect for the laws governing copyright and fair use or fair dealing of copyrighted material owned by others, including MHS's own copyrights and brands. In general:

- you should never quote more than short excerpts of someone else's work, and you must always properly attribute such work to the original author/source;
- it is good general practice to link to others' work rather than reproduce it;
- the use of any pictures must respect the owner's rights.

If you have any questions, contact the Executive Director before posting to social media. If material is posted on MHS associated media sources that does not follow MHS's Social Media Policy, that material may be removed by MHS.

8. Protect MHS Members, Business Partners, and Volunteers: Members, volunteers, partners and sponsors should not be cited or referenced without their approval. Never identify an individual or organization by name without permission and never discuss confidential details. MHS social media is not the place to "conduct business" with a potential business partner.

9. Responsibility: Each individual is responsible to read and ensure you understand this Social Media Policy. Consult with the Executive Director about the application of the Social Media Policies; and report any violations of this Social Media Policy accordingly.

10. Breach of Policy: Any person representing the MHS deemed to have breached the guidelines above may face disciplinary action, subject to the discretion of the Executive under the By-laws and/or other MHS policies. The MHS office will delete posts that are considered inappropriate.

Frequency of review: annually