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## BC FERRY & MARINE WORKERS' UNION

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**TO:** PROVINCIAL EXECUTIVE  
**FROM:** COMMUNICATION COMMITTEE  
**SUBJECT:** COMMUNICATION AND SOCIAL MEDIA POLICY  
**DATE:** JANUARY 22 & 23, 2014

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All members, officers and employees acting on behalf of or working as a representative of the BCFMWU must ensure all internal and external communication abides by the BC Ferry & Marine Workers' Union Constitution.

All communication will abide by the Human Rights Act and the Privacy Act.

### **BCFMWU SOCIAL MEDIA**

- 1) *Only the President of the Union or his/her designate can use any of the BC Ferry & Marine Workers' Social Media Accounts, Facebook and Twitter.*
- 2) *The BCFMWU Office Manager and Relief will be made administrators of BCFMWU Social Media Accounts to protect the interests of the BCFMWU, these include all Local Pages.*
- 3) *The Office will keep a list of who has access to the BCFMWU Social Media Accounts as designated by the Provincial President.*
- 4) *The Table Officers, Provincial Executive, SOC Executive, Committee Chairs can be a member of each Local Page, but will be removed if they cease to hold the position.*

### **ACCOUNTABILITY**

- 1) *The Returning Officer will have access as a member on all Local Pages.*

### **LOCAL SOCIAL MEDIA PAGES**

- 1) *All Locals have a right to operate a Social Media Page.*
- 2) *All Local Pages must be a closed group, and only accessible to members of the area, unless otherwise stated.*
- 3) *Only members who are covered under "Article 5 – Membership" of the BCFMWU Constitution can be a member of a Local Page.*
- 4) *An area can consist of multiple Locals in a geographic region, for example the Victoria Ferry Workers, includes all of Local 1, 18 and 9.*
- 5) *Local Pages will be identified using the following identifications:*

- *Victoria Ferry Workers*
- *Nanaimo Ferry Workers*
- *Tsawwassen Ferry Workers*
- *Southern Gulf Island Ferry Workers*
- *Northern Gulf Island Ferry Workers*
- *Horseshoe Bay Ferry Workers*
- *Northern Ferry Workers*
- *Sunshine Coast Ferry Workers*

- 6) *The Office Manager and Relief will have Admin Access to all Local Facebook Groups.*
- 7) *A BCFMWU user agreement will be posted on each Local Page.*
- 8) *Each group will have a minimum of two Admins from the Local.*
- 9) *Delayed posting approval is recommended for Local Pages.*

***All Local Pages will post the following:***

- 1) *For all members of Local Facebook group, here are new terms of usage as determined by the Provincial Office of the BCFMWU. 2013.*
- 2) *Continued usage of this service implies agreement of these terms.*

**TERMS OF USE**

**1) *When posting to a BCFMWU Facebook Page, you agree not to:***

- *impersonate any person or entity, or falsely state or misrepresent your affiliation with a person or entity;*
- *abuse, harass, stalk, threaten or otherwise violate the legal rights of others;*
- *post, upload, email, distribute or disseminate any misleading, deceptive, false, defamatory or libellous content;*
- *post material that is discriminatory or hateful on the basis of race, gender, nationality, sexuality, or any other personal characteristics;*
- *transmit obscene or indecent content; or*
- *contribute any text or other material that infringes the intellectual property rights of others.*

**2) *The Union reserves the right to:***

- *restrict, suspend or terminate your access to the Facebook Page if you are in breach of these Terms of Use; and*

- *refuse, moderate (including deleting and/or editing), move or remove any material you transmit to the Facebook Page if it breaches these Terms of Use, the ascertainment of which is to fall under the discretion of the Facebook Page's administrator.*

## **ELECTIONS**

- 1) *At the closing of Convention till the closing of balloting, the Provincial President and designates (members) will lose their ability to access the BCFMWU Main Social Media Page.*
- 2) *All BCFMWU Election Pages have to be closed groups, and have two Admins that are identified to the Office Manager and Returning Officer.*
- 3) *The Office Manager and Returning Officer will ensure that candidates have access to all Local Pages till three days after the results of the election are released.*
- 4) *Candidate Closed Pages are allowed to use the BCFMWU, Ferry Workers or BC Ferry & Marine Workers' Union on their page for the duration of the election campaign.*
- 5) *All election online pages, websites and materials have to meet the requirements of the BCFMWU Constitution.*
- 6) *All elections online materials must be shut down one week after the final ballot results are released.*
- 7) *The Trustees and Returning Officers will have access to all online election pages and websites.*

## **USE OF BC FERRY & MARINE WORKERS' UNION (BCFMWU)**

- 1) *The use of the BC Ferry & Marine Workers' Union is as per the Constitution.*
- 2) *Upon retirement, election loss, resignation or you no longer hold a position, the member will remove all online identification as a Union Official.*
- 3) *Use of BCFMWU and official position under the Constitution will have to be discontinued on all social media after vacating the position.*
- 4) *Use of the BCFMWU Logo has to be approved by the Provincial President, on any external communication.*

In Solidarity,  
Brother Gregg Dow  
Communication Committee Chair