



180 Metcalfe St, Suite 608  
Ottawa, Ontario K2P 1P5  
(613) 321-1440

[www.ncra.ca](http://www.ncra.ca)

Dummy Social  
Media Policy  
Summary -  
REFERENCE ONLY

Review and  
approve through  
the necessary  
channels

Each policy should  
reflect the specifics  
of your own station,  
so a review of the  
recommendations  
here is needed to  
the fit is correct at  
your location.

Want more help?  
contact  
[barry@ncra.ca](mailto:barry@ncra.ca)

## REPLACE WITH YOUR CALL-LETTERS Social Media Policy

### Summary

Approved DATE

Applies to: blogs, wiki's, social networking sites including but not limited to Facebook, LinkedIn, Twitter, Tumblr, Flickr, and YouTube (and other sites associated with REPLACE WITH YOUR CALL-LETTERS) and the REPLACE WITH YOUR CALL-LETTERS Website.

REPLACE WITH YOUR CALL-LETTERS encourages participation across social media platforms as opportunities towards promoting the efforts of volunteers at our station and as another area of media engagement with our community.

Publication and commentary on social media platforms follows similar programming and policy guidelines regarding the DOs and DON'Ts of what is and is not permitted on-air. No one is allowed to appear to represent REPLACE WITH YOUR CALL-LETTERS without explicit written permission in advance. Talk to Staff if you want to include "REPLACE WITH YOUR CALL-LETTERS" in your account or social media name.

### GUIDELINES:

- Do not post material that is obscene, defamatory, threatening, harassing, discriminatory or hateful to another person or entity.
- Respect individuals and communities with whom REPLACE WITH YOUR CALL-LETTERS has connections and partnerships with while being respectful of other people's opinions, even in times of online debate. Challenges and critical reflection is acceptable, hate is not.
- Do not disclose the station's or other people's personal information on social media platforms without explicit permission from station staff or the individual in question.
- Please try to use readable and clear spelling, grammar and sentences so shared information is easy to understand for others.
- Obey copyright and privacy laws. If people would like clarification on what these are, please contact Staff.
- Report any issues, such as concerns, misrepresentations of REPLACE WITH YOUR CALL-LETTERS or disruptions, to a staff member as soon as possible.
- Be the first to respond to your own mistakes and take ownership of them.
- All social media users deemed to have breached the guidelines above may face disciplinary action, subject to the discretion of the Board of Directors under the By-laws and Collective Agreement.

### Controversial issues

Spirited debates are appreciated and encouraged under our mandate; however any comments that contradict this and other REPLACE WITH YOUR CALL-LETTERS policy/bylaw must be addressed immediately. If members feel uncomfortable with controversial discussions, a statement similar to "Thank you to all involved in this discussion, it is great to see spirited free-speech on this platform, however we ask that you be mindful of our Social Media policy, available here ([www.ReplaceWithYourCall-letters.ca/socialmedia](http://www.ReplaceWithYourCall-letters.ca/socialmedia)) when posting on REPLACE WITH YOUR CALL-LETTERS on-line accounts" is encouraged.

## **Enforcement**

Policy violations will be subject to disciplinary action, up to and including deletion of comments and being banned from participation under additional and related REPLACE WITH YOUR CALL-LETTERS policy, bylaw, collective agreement and contracts. Social media is designed to be fun, interactive and show the best of REPLACE WITH YOUR CALL-LETTERS and all those involved with the station. It is not the intent of REPLACE WITH YOUR CALL-LETTERS to police social media accounts, so please stay positive, humble and respectful when utilizing the stations assets and station name.

**Social media tips & full policy can be found at [www.Replace With Your Call-letters.ca/socialmedia](http://www.Replace With Your Call-letters.ca/socialmedia)**

*Questions? Talk to a staff member or the station manager – [info@Replace With Your Call-letters.ca](mailto:info@Replace With Your Call-letters.ca)*