

CUPE Local 1004



SOCIAL MEDIA POLICY

Adopted by the Membership on September 08, 2026

PURPOSE

CUPE Local 1004 uses social media to communicate with members, engage the public, and positively promote the Local. Social media is a valuable tool, and its use must reflect our values of credibility, privacy, and accountability. This policy governs the responsible use of social media by all members, elected officers, and committee members acting on behalf of Local 1004.

APPROVED PLATFORMS

The following platforms are approved for official use by Local 1004. Additional platforms may be authorized by the Executive Board as needed.

- Facebook
- Instagram

PRINCIPLES

CUPE Local 1004 is responsible for all content posted. All social media activity associated with CUPE Local 1004 must reflect the following principles:

- Be respectful and free from harassment, discrimination, or personal attacks
- Share only truthful, accurate, and non-misleading information
- Promote solidarity and avoid conduct that undermines the collective
- Comply with the CUPE Equality Statement and Code of Conduct

ROLES & RESPONSIBILITIES

Authorized Posters

The President and Recording Secretary (or their designate) are jointly responsible for all content published on behalf of the Local. They are the primary authorized posters for all official Local 1004 social media accounts alongside the Office Administrator. The Office Administrator will be responsible for posting approved content during their working hours.

Approval Process

Where time permits, posts should be pre-approved by at least one other Executive Board member before publishing. Lead Stewards, Stewards, committee members, or members who wish to have content posted must submit their request to the President or Recording Secretary for review and approval.

Account Management

The Office Administrator will be the primary account administrator, and be responsible for providing access to authorized individuals. Usernames and passwords for all accounts are maintained on record by the President, Recording Secretary, and Office Administrator. Passwords must not be shared with unauthorized individuals or

changed without approval from the Executive Board.

OFFICER TRANSITIONS & ACCOUNT SECURITY

When an authorized officer leaves office, is removed, or resigns, the following steps must be completed promptly:

- All account passwords must be changed within three (3) days
- The officer must be removed from all accounts immediately
- The incoming officer must be granted access and trained on this policy before posting
- The Office Administrator is responsible for coordinating and documenting all account transitions
- Under no circumstances may a departing officer retain access to Local 1004 social media accounts

CONTENT STANDARDS

All posts must meet the following standards:

- Posts must positively reflect Local 1004 and its membership
- Posts must not reference or identify individual members without their prior written approval
- Confidential information of any nature must not be shared on social media
- Posts must be professional, respectful, and consistent with the Local's values
- The President and Recording Secretary must not engage in public arguments or disputes on social media on behalf of the Local
- Copyrighted images, videos, music, or written content must not be used without proper permission or licensing
- Posts must not make statements that could be considered libellous toward any individual or organization
- Local 1004 social media activity must comply with any applicable CUPE National social media guidelines

PRIVACY & PERMANENCE

All social media content must be treated as permanent and public. Once posted, content may be shared, screenshot, or archived by others – even if subsequently deleted. All authorized posters must consider this before publishing any content on behalf of Local 1004.

RESPONDING TO COMMENTS & MESSAGES

General Responses

Authorized posters may respond to comments and direct messages in a manner that is professional, factual, and consistent with this policy. Responses must not disclose

confidential information or make commitments on behalf of the Local without Executive Board approval.

Negative Comments & Misinformation

- Posts containing misinformation may be corrected with factual information in a respectful tone
- Harassing, abusive, or defamatory comments may be hidden or removed
- Authorized posters must not engage in arguments or escalate conflict in public comment threads

Media Inquiries

- Social media must not be used to respond to formal media inquiries
- Any media inquiry received through social media must be directed to the President

SENSITIVE SITUATIONS

Labour Actions

During a strike, lockout, grievance proceeding, or other sensitive labour action, all social media posts require prior approval from the President and at least one other Executive Board member before publication. Extra care must be taken to ensure posts do not prejudice the Local's legal or bargaining position.

Error & Retraction Protocol

- If an inaccurate or inappropriate post is published, it must be removed as quickly as possible
- The President must be notified immediately of any post requiring removal
- A corrective post should be issued where appropriate to maintain member trust
- All removed posts and the reasons for removal must be documented by the Recording Secretary

Controversy Protocol

- If a post generates significant negative attention or controversy, the President must be notified immediately
- The Executive Board will convene as soon as practicable to determine an appropriate response
- No further posts on the subject should be made without Executive Board approval

PERSONAL SOCIAL MEDIA ACCOUNTS

Members, officers, and committee members posting on their personal social media accounts are not speaking on behalf of CUPE Local 1004. The following guidelines apply to personal accounts where union matters are discussed:

- Members are encouraged to add a disclaimer such as: "Views expressed are my own and do not represent CUPE Local 1004" when posting about union-related matters
- Members must not share confidential Local 1004 information on personal accounts
- Members must not represent themselves as speaking officially for the Local on personal accounts
- Personal posts that violate the CUPE Equality Statement or Code of Conduct may be subject to a conduct review

LEGAL & COPYRIGHT COMPLIANCE

- Authorized posters must not share copyrighted images, videos, music, or written material without appropriate permission, licensing, or attribution
- All social media activity must comply with applicable privacy legislation, including British Columbia's Personal Information Protection Act (PIPA)
- Local 1004 social media activity must comply with any CUPE National policies or guidelines in effect

VIOLATIONS & DISCIPLINE

Reporting a Violation

Any member who believes this policy has been violated may submit a written complaint to the President or Recording Secretary. If the complaint involves the President or Recording Secretary, it should be directed to the Executive Board.

POLICY REVIEW & AMENDMENT

This policy will be reviewed annually by the Executive Board or as circumstances require. Amendments to this policy must be approved by the Executive Board. Members will be notified of any significant changes. The Recording Secretary is responsible for maintaining version records and ensuring the current version is accessible to all members.