

Sheet Metal Workers' & Roofers' Local 30

Social Media Policy

Policy Statement:

Sheet Metal Workers' & Roofers' Local 30 recognizes the benefit of safe and responsible social media use by its employees and its members. Responsible social media activity can educate, inform and foster lively debate, while inappropriate online conduct can harm individuals and damage Local 30's reputation.

Application:

This policy applies to all employees and members of Sheet Metal Workers' & Roofers' Local 30, with respect to all social media use.

Definitions:

For the purposes of this policy the use of "social media" means any online activity including, but not limited to, the following:

- (a) social networks such as Twitter and Facebook;
- (b) photo-sharing websites such as Pinterest and Instagram;
- (c) professional social networks such as LinkedIn;
- (d) discussion forums;
- (e) question and answer forums such as Reddit.

Online conduct can constitute harassment. A course of vexatious comment or conduct on social media that is directed at another individual that is known or ought reasonably to be known to be unwelcome shall be considered online harassment and may be dealt with in accordance with the procedures set out in this policy or the Sheet Metal Workers' & Roofers' Local 30 Workplace Harassment Policy, as appropriate.

Employee Responsibilities:

Employees should use social media responsibly. All social media activity during working hours must have a work-related purpose. Employees must be cognizant of the effect that social media activity may have on Local 30's reputation and public standing.

Employees are not permitted to share confidential information on social media.

Employees shall not use language or images on social media which are inaccurate, offensive, demeaning or discriminatory.

Employees who fail to comply with this policy shall be subject to discipline up to and including discharge.

Member Responsibilities:

Members should use social media responsibly. Fair comment on Local 30 issues is encouraged as an important form of free expression, but members must be cognizant of the effect that social media activity may have on Local 30's reputation and public standing.

Members shall not share confidential information on social media.

Members shall not use language or images on social media which are inaccurate, offensive, demeaning or discriminatory. Such language and images are detrimental to the best interests of Local 30 and may be dealt with in accordance with Article 17, Section 1 of the SMART Constitutional and Ritual.

Updated March 3, 2020