



SOCIAL MEDIA GUIDANCE



As Canada's public broadcaster, sharing information and encouraging conversations is part of why we exist. How Canadians interact with information, content, and each other is constantly evolving and it's important for us to be deeply invested in digital tools, like social media, to ensure we are engaging with Canadians from coast to coast to coast.

The following are guidelines to help you navigate your personal use on social media. They are not intended to stop you from posting, tweeting, liking, and sharing – in fact, we encourage it. We respect your right to express yourself, and do not wish to diminish your autonomy or individuality.

It is increasingly difficult to draw clear dividing lines between personal and professional personas on social media accounts. We encourage you to be an active participant of social media, but keep in mind that any reference made to your work, even within a personal context, is subject to the spirit of these guidelines, and the employee *Code of Conduct*. You are not authorized to derive revenues, benefits or interest from CBC/Radio-Canada-related information that you publish.



WHO ARE THESE GUIDELINES FOR?

These guidelines are for all employees of CBC/Radio-Canada and **apply to your personal use only**. Those of you who manage social media accounts or official brand channels as part of your job at CBC/Radio-Canada should consult your manager for specific guidelines and processes to follow, including necessary approvals.

CBC/Radio-Canada journalistic personnel: please refer to our [Journalistic Standards and Practices \(JSP\)](#) for guidance and expectations with regards to social media use.

OUR COMMITMENT

As part of the public broadcaster, each of us is held to a higher standard and that includes how we interact with the public on all of our platforms. We commit to uphold the following in all of our engagement and we expect you to do the same on your personal social media:



We exemplify our corporate values – **integrity, creativity, relevance and inclusion** – in all that we do.



We comply with applicable privacy policies, laws, rules and regulations and respect copyrights, trademarks, rights of publicity, and other third-party rights and agreements.



It is impossible to be aware of everything posted on social media, but we will reasonably monitor our social media activity online and exercise good judgement when we post.





SOCIAL MEDIA GUIDANCE



OUR GUIDING PRINCIPLES

BE YOU.

BE SMART.

DON'T COMPROMISE THE ORGANIZATION OR YOUR JOB.



THINK BEFORE YOU POST

Consider the implications of each post you make on social media sites/services; people will be able to see what you post for a long time. A helpful rule: If you wouldn't say it on live radio or television, reconsider posting it on social media. Remember, CBC/Radio-Canada brands, logos and trademarks can only be associated with official pages and accounts. When in doubt, contact socialmedia-grp@cbc.ca



RESPECT INTERNAL POLICY AND CONFIDENTIALITY

We are accountable for our actions on- and off-line. These guidelines complement and reinforce corporate policies on privacy, security, *Code of Conduct* and ethics, including:

- [CBC/Radio-Canada Policy: Code of Conduct](#)
- [CBC/Radio-Canada Policy: Conflict of Interest and Ethics](#)
- [CBC/Radio-Canada Policy: Information Security and the Responsible Use of Technology Assets](#)
- [CBC/Radio-Canada Policy: Personal Information and Privacy Protection](#)
- [Terms of Use – CBC/Radio-Canada Digital Services](#)
- [CBC/Radio-Canada Policy: Political Activity](#)
- [CBC/Radio-Canada Journalistic Standards and Practices](#)



RESPECT YOUR PROFESSIONAL RESPONSIBILITIES AND LEGAL COMMITMENTS

In your role you may be privy to private and confidential information. Respect it. For example, do not comment on legal or financial matters including non-public financial or operational information unless you are an official spokesperson and have the approval of Legal Services to do so. If you have concerns regarding ethics or conflicts of interest, you can always contact the office of the [Values and Ethics Commissioner](#).



BEWARE OF DISCLAIMERS

While good in theory, disclaimers such as "All opinions expressed here are my own" can lull one into a false sense of security and do not negate the expectations of behaviour laid out in the *Code of Conduct*.



CONSULT THIRD-PARTY TERMS AND CONDITIONS

Before uploading or sharing content, consult and ensure you're comfortable with third-party terms and conditions. Make sure you have the necessary rights to any content being posted on third-party sites.

WHEN ISSUES ARISE

Issues happen and can escalate quickly online. CBC/Radio-Canada has an established process in place for managing potential issues and risks to our brand and reputation. To mitigate risks and protect CBC/Radio-Canada's reputation, stay aware of what is happening on your social media accounts.



If an issue arises related to CBC/Radio-Canada, please contact socialmedia-grp@cbc.ca who will escalate the issue appropriately.



SOCIAL MEDIA GUIDANCE

FREQUENTLY ASKED QUESTIONS



1 CAN I SHOW MY SUPPORT ON SOCIAL MEDIA FOR A POLITICAL PARTY?

As a corporation, integrity, independence and impartiality are fundamental to CBC/Radio-Canada's credibility. There are some situations where your professional responsibilities may not allow you to express yourself politically on social media. We encourage you to review the employee *Code of Conduct* and *Policy 2.2.17: Political Activity* for more details.

2 CAN I ENGAGE ON SOCIAL MEDIA IN MATTERS THAT ARE CONTENTIOUS OR POLITICAL IN NATURE?

At CBC/Radio-Canada we recognize that social media is increasingly becoming a place where Canadians share their views and opinions on current affairs and community issues. That said, there are certain positions within the organization that carry different rules, most notably with our journalistic personnel. The *Journalistic Standards and Practices (JSP)* are in place to ensure our journalistic personnel are clear on what they can and can't do on social media.

Beyond those covered under the *JSP*, there are other roles at CBC/Radio-Canada that preclude employees from engaging on social media in matters that are contentious or political in nature. Any member of the Senior Executive Team (SET), the executives reporting directly to them, as well as Communications employees who operate as spokespersons or manage social media accounts representing CBC/Radio-Canada in its relations with its various audiences would fall into this category. Personal accounts should never be used to speak on behalf of the Corporation.

We respect your right to share your views on issues you are passionate about, as long as you aren't going against the spirit of the *Code of Conduct* or your professional responsibility. Simply put, don't engage in activity that could compromise your ability to do your job.

3 WHAT IF MY SOCIAL MEDIA ACCOUNT IS PRIVATE? CAN I POST WHATEVER I WANT?

Though social media account settings can imply privacy, nothing we say or post on social media or the internet can be considered truly private. As part of the public broadcaster, we are responsible for ensuring that what we post will not compromise CBC/Radio-Canada's integrity, impartiality, independence and reputation.

4 WHAT IF I DON'T LIST MY EMPLOYER AS CBC/RADIO-CANADA ON MY SOCIAL MEDIA BIO/PROFILE?

Not officially identifying yourself as a CBC/Radio-Canada employee does not negate you from the employee *Code of Conduct* or any of its accompanying policies. Regardless of how you present yourself on social media, you should act with integrity and with good judgment. Plus, others may associate you with CBC/Radio-Canada, so ensure how you are presented online is consistent with how you want to be presenting yourself to the public.

5 CAN I SHARE MY OPINIONS ON CBC/RADIO-CANADA PROGRAMMING, POLICIES AND ANNOUNCEMENTS?

We love the passion you have working for the public broadcaster (we have it too!) and we encourage you to share and engage on social media, as long as it is within the spirit of the *Code of Conduct* and does not go against your professional responsibilities.

FYI – It is not okay to share announcements that are intended for internal use only. If it says "internal use only," then that is who it is meant for – the internal use of CBC/Radio-Canada.

6 CAN I PUT A CBC/RADIO-CANADA LOGO ON MY SOCIAL MEDIA ACCOUNT?

CBC/Radio-Canada brands, logos, and trademarks, including services and programs, cannot be associated with personal accounts.

7 CAN I FOLLOW ANY GROUP/INDIVIDUAL THAT I WANT TO?

Absolutely, however keep in mind you may be associated with any individual or group you follow or interact with. As per our *Code of Conduct*, harassment, discrimination, bullying and violence are not tolerated at CBC/Radio-Canada.



We look forward to seeing you online!

As social media evolves, and as our experience with it grows, these guidelines will evolve too. Should you be in any doubt of how to interpret these guidelines, contact a member of the Social Media Committee by emailing socialmedia-grp@cbc.ca.

INTERPRETATION

The Vice-President, Strategy & Public Affairs is responsible for the interpretation of these guidelines.