

WE WAI KAI NATION SOCIAL MEDIA POLICY

1. PURPOSE

The We Wai Kai Nation (the "WWKN") strives to maintain a positive image in our communities and has adopted this policy (the "**Social Media Policy**") to ensure that our Council, staff members and representatives are aware of their responsibility to maintain a positive image as representatives of the WWKN. All WWKN Council, **Council of Elders**, staff members and representatives who use social media, whether professionally on the WWKN's behalf or personally, are expected to comply with the principles guidelines set out in this Social Media Policy as they relate to their association with the WWKN.

This Social Media Policy is subject to ongoing review and evaluation, and amendments will be made from time to time as the WWKN may deem necessary in order to respond to the circumstances and evolving needs of the WWKN.

2. SCOPE AND APPLICATION

This Social Media Policy applies to each of the WWKN's Council members, **Council of Elders** and elected officials, and all employees, agents, contractors and representatives of the WWKN and each company, society, partnership or other entity directly or indirectly owned, controlled or otherwise affiliated with the WWKN (each, a "**WWKN Representative**"). The principles set out in this Social Media Policy establish the WWKN's expectations for the conduct of each WWKN Representative when using social media both during and outside of working hours.

While the WWKN encourages positive and constructive use of social media, it is important to note that breach of this Social Media Policy by a WWKN Representative may result in disciplinary action up to and including dismissal from any engagement ^{within} by the WWKN. Disciplinary action may be taken whether the breach is committed during working hours or otherwise and whether or not committed using the WWKN's computers, information technology systems or equipment. Any WWKN Representative suspected of breaching this Social Media Policy will be required to co-operate with any WWKN investigation which may involve the disclosure of relevant passwords or log-in information.

3. DEFINITIONS (DEFINE WWKN REPRESENTATIVE) CHIEF AND COUNCIL, COUNCIL OF ELDERS, EMPLOYEES AND CONTRACTORS.)

3.1 Social Media

This Social Media Policy refers to the use of "**social media**", which includes multi-media, private and business-oriented social networking websites (**Including but not limited to**, Facebook, LinkedIn, Twitter, Four-Square, YouTube, Google+, Reddit, **instagram**, **snapchat** etc.), and all other internet postings including blogs, forums and wikis. **Including radio, television and newspaper.** The absence or lack of explicit reference to specific social media does not limit the extent of the application of this Social Media Policy.

Due to the nature of social media, it is nearly impossible to create a clear distinction between personal and professional profiles. As such, the WWKN strongly encourages

every WWKN Representative to proactively disclose their affiliation to the WWKN when discussing matters relating to WWKN.

3.2 The WWKN

In this Social Media Policy, the words "us", "our", "WWKN" and "Nation" refer to the We Wai Kai Nation, also known as the Cape Mudge Indian Band, as well as to all businesses, companies, societies, partnerships and other legal entities directly or indirectly owned, controlled or otherwise affiliated with the WWKN.

4. ROLES AND RESPONSIBILITIES

4.1 Council

The WWKN Council is responsible for preparing, administering and interpreting this Social Media Policy, and amending it from time to time at its discretion. In the event any question or dispute arises regarding the terms of this Social Media Policy, the Council has the ultimate authority in its interpretation, administration and enforcement. The Council will ensure that they and the WWKN's Band Manager adhere to all guidelines and procedures outlined in this Social Media Policy.

The Council has the right to monitor internet use on the WWKN's information technology systems and the use of social media to ensure the policy compliance of all WWKN Representatives.

4.2 Band Manager

The Band Manager will ensure that all WWKN Representatives review, understand and adhere to the guidelines and procedures outlined in this Social Media Policy. Additionally, the Band Manager will determine who is authorized to act as a designated social media representative for the WWKN (a "**Social Media Representative**"). The Band Manager shall be responsible for supervising the social media activities of the Social Media Representatives.

4.3 Social Media Representatives

Social Media Representatives have the responsibility to represent the WWKN online and to post and create content on the WWKN's behalf using the WWKN's social media pages and accounts. Social Media Representatives must monitor and supervise all social media pages and accounts in order to ensure a respectful, informative and interactive experience for all users of the WWKN's social media platforms. Each Social Media Representative will use his or her discretion in removing any negative, defamatory, private, false, or otherwise objectionable information and comments from the WWKN's pages and accounts.

Social Media Representatives will be allowed to represent the WWKN online only when they have received the proper training **by an authorized external company** and have been authorized to do so by the Band Manager.

Only Social Media Representatives are permitted to make new social media accounts that represent the WWKN. Prior to creating a new social media account, a Social media Representative will obtain the approval of the Band Manager, who will ensure the account complies with this Social Media Policy and is created and maintained according to best practices. **All original or amended access codes, passwords and log in information will be provided to the Band Manager upon creation and or upon any change.**

4.4 All WWKN Representatives (Define)

All WWKN Representatives are encouraged to use social media and to promote the WWKN, its activities and its members. When accessing and using social media, each WWKN Representative must ensure that they conduct themselves in a way which reflects positively on the WWKN and its members, and in accordance with this Social Media Policy. All WWKN Representatives must also ensure that their use of social media complies with any other applicable WWKN policies or agreements, including any employment or consulting agreement the WWKN Representative has entered into with the WWKN, as applicable. When using social media outside of the scope of their professional engagement with the WWKN, WWKN Representatives are not authorized to represent the WWKN or to express views on behalf of the WWKN. Only Social Media Representatives are entitled to represent the WWKN or its views on social media.

WWKN Representatives shall not post negative or disparaging content about the WWKN or its affairs. Personal use of social media must never interfere with a WWKN's Representative's duties or with operational requirements of the WWKN. Employees of the WWKN are expected to limit their personal use of social media during business hours to **normal breaks and lunch unless otherwise instructed by the Band Manager and or Administrator.** (if breached will be either reprimand or firing depending on severity)?

5. POLICY OVERVIEW AND BEST PRACTICES

- 5.1 Each WWKN Representative is personally responsible for the content he or she publishes using social media. As most content posted on the internet is cached and permanently stored in servers the content-creator has no control over, it is important to remember that a single improper post could do substantial damage to the reputation of the WWKN or the WWKN Representative for years to come. WWKN Representatives must use common sense before uploading content to the internet. However, if there is any question as to the appropriateness of content relating to the WWKN, the WWKN Representative should consult the Band Manager for approval prior to posting.
- 5.2 A WWKN Representative's use of social media must not at any time conflict with any existing WWKN policies or the terms of any agreement between the WWKN Representative and the WWKN, including, without limitation, the WWKN Privacy Policy, the WWKN Code of Conduct, the Council Roles and Responsibilities, and the WWKN Representative's employment agreement (if applicable). The Council will adhere to the provisions of each policy that are directly related to their Roles and Responsibilities, in particular the Oath of Confidentiality.
- 5.3 Other than designated Social Media Representatives acting under the authority of the Band Manager, WWKN Representatives must not purport to represent the WWKN or to express views on behalf of the WWKN.
- 5.4 Personal use of social media must never interfere with a WWKN's Representative's duties or with operational requirements of the WWKN. Employees of the WWKN are expected to limit their personal use of social media during business hours to the essential. (Define WWK Employee and disciplinary action)(See 4.4)
- 5.5 Employees of the WWKN are not to use social media during regular working hours, except for those who have permission as it relates to their employment. As internet access at WWKN is monitored, please be advised that use of social media for personal

reasons is a misuse of the Nation's time and resources and may be subject to disciplinary action or termination of employment.

5.6 Blogs, chat groups, forums, and wikis are public forums where it is inappropriate to reveal confidential company information, personal data relating to other individuals, details of customer data, e.g. complaints, trade secrets or any other material covered by existing company policies and procedures. The expression of opinion on web blogs, social networks or similar sites could inadvertently reveal information which is not suitable for public consumption and every WWKN Representatives must be mindful of this and ensure they do not engage in inappropriate behaviour

5.7 Posts containing any of following content are strictly prohibited and will be subject to progressive discipline or termination:

- (a) comments that may damage the reputation of the WWKN, regardless of whether the WWKN is named directly or identifiable in any other manner;
- (b) discriminatory statements or sexual innuendos regarding another WWKN Representative, or any client, customer or partner of the WWKN;
- (c) expletives or offensive language **including offensive images & photos**;
- (d) negative, defamatory, untruthful, discriminatory or disparaging content about the WWKN, its operations, partners, clients, past employees or any WWKN Representative;
- (e) proprietary or confidential information relating to the WWKN or its operations, including, without limitation, trade secrets, information meant for internal use only, and any information protected by another WWKN policy or confidentiality agreement;
- (f) copyrighted or trademarked content, unless posting such content is explicitly authorized by the holder of the copyright or trademark or is otherwise permitted by law (e.g. fair use).

5.8 Where a WWKN Representative mentions the Nation on a personal page, they will be required to include a disclaimer stating that any opinions expressed are the WWKN Representative's own and do not represent the Nation's positions, strategies, or opinions. **The following quote is approved:**

"The views expressed in this post are my own and not those of the We Wai Kai Nation (WWKN)."

5.9 Where a WWKN Representative publically associates with the Nation, all materials associated with such person's social media presence may be taken to reflect on the Nation in the opinion of the public. As such, inappropriate comments, photographs, links, **will be handled in accordance to section 5.7.**

5.10 In the event that a WWKN Representative discovers any group(s) that users have formed to discuss the Nation, or services, the WWKN must promptly bring such group(s) to the attention of management (**namely the Band Manager and Council**).

5.11 When officially representing WWKN on social media with the authority of the Band Manager, the WWKN Representative must:

- (a) promote the values and principles of WWKN;
- (b) show respect for the audience and all stakeholders;

- (c) be informed and informative about the WWKN and its operations and contribute to a positive dialogue;
- (d) share only public information;
- (e) always credit sources with citations or links;
- (f) keep security in mind and avoid posting sensitive information;
- (g) respect the privacy of colleagues, clients, and communities; and
- (h) respect all copyright, fair use and disclosure laws and use good judgment when posting photos, quotes or copyrighted materials and obtain **written** permission from the Band Manager for use prior to posting.

5.12 Prior to opening a new social media account on behalf of the WWKN, review the terms of use applicable to the relevant social media platform and ensure all use of such platform is permitted.

6. REMEDIES FOR BREACH

In addition to all other rights or remedies available to the WWKN in the event a WWKN Representative breaches this Social Media Policy, including, without limitation, any rights and remedies arising contractually or otherwise under applicable legislation, any WWKN Representative that fails to comply with this Social Media Policy will be subject to corrective action up to and including dismissal.

7. PUBLISHING REQUESTS

Any WWK Representative may request content to be posted to a WWKN social media site. In order to be approved, the content must be relevant, timely, and meet the criteria identified in this Social Media Policy.

All requests must be approved by the Band Manager or a Social Media Representative acting under the Band Manager's authority and must follow the Standard Operating Procedure for the particular social media platform.