



Social Media Policy

Personal Responsibility

Camp Oconto employees are personally responsible for the content they publish online and should be mindful of what they publish. Camp Oconto strongly suggests that staff do not refer to Camp Oconto anywhere in their personal social media. Online behaviour should reflect the same standards of honesty, respect, and consideration that is used face-to-face. The lines between public and private, personal and professional are blurred in the digital world. By identifying as a Camp Oconto employee online, staff are connected to the camp community. Staff must ensure that the content associated with them is consistent with their work at Camp Oconto. When contributing online, staff members are not allowed to publish camper information or pictures.

Disclaimers

Camp Oconto employees must include disclaimers within their personal blogs that the views expressed are their own and do not reflect their employer. For example, "The postings on this site are my own and do not necessarily represent Camp Oconto's positions, strategies, opinions or policies." This standard disclaimer does not itself exempt Camp Oconto employees from a special responsibility when blogging.

Personal Use of Social Media such as Facebook, Instagram, Twitter and Snapchat

Camp Oconto employees are personally responsible for all comments/information they publish online. Comments and conversations posted online are being broadcast to the world. Employees must be aware that even with the strictest privacy setting what is said online should be within the bounds of professional discretion. Comments related to Camp Oconto should always meet the highest standards of professional discretion. When posting, even on the strictest of privacy settings, staff should act on the assumption that all postings are in the public domain. Before posting photographs and videos, permission must be sought from the subject. If this is not possible, do not post it. This is especially the case where photographs of other staff members are concerned. **Never post photos of campers.** Before posting personal photographs, consideration should be given as to whether the images reflect on your professionalism. Photographs relating to alcohol, drug, or tobacco use may be deemed inappropriate. If it would seem inappropriate to put a certain photograph on the wall at a relative's home, then it is inappropriate to publish it online. Comments made on microblogging sites, such as Twitter, etc. are not protected by privacy settings. Staff should be aware of the public and widespread nature of such media and again refrain from any comment that could be deemed unprofessional.

Posting Links

Staff will be aware of URL shortening services and verify the landing site to which a URL points before posting a link. Staff will link directly to a page or resource if possible as landing pages cannot be controlled.

Instant Messaging

Avatar images and profile information should follow the same guidelines as the above descriptions about profiles. Camp Oconto staff members are strongly discouraged from engaging in Instant Messaging conversations with campers. If staff do engage in Instant Messaging conversations with campers over social media sites, the content shared should follow the same guidelines as the above information in the section titled *Personal Use of Social Media such as Facebook, Instagram, Twitter and Snapchat*.

Requests for Social Media Sites (Keeping in Contact)

Camp Oconto understands that many campers request to keep in contact via Facebook, Instant Message, etc. Camp Oconto strongly suggests that staff members do not add campers on these sites, however if they do, campers must be put on a limited profile and privacy settings should be regularly checked, to ensure that they have not changed (as they are known to frequently change without warning).