IATSE Local 26 Social Media Policy

This policy provides guidance for member and referent use of social media, which should be broadly understood for purposes of this policy to include blogs, wikis, microblogs, message boards, chat rooms, electronic newsletters, online forums, social networking sites, and other sites and services that permit users to share information with others in a contemporaneous manner.

Disclaimer: Social media is not an official means of communication with IATSE Local 26. Local 26 retains discretion to determine and remove inappropriate content, which includes but is not limited to material that is:

- *Illegal, obscene, defamatory, threatening, or that abuses intellectual property rights,*
- *Soliciting or self-promotion that is, or is seen as spam and adds little value,*
- *Confidential internal matters that should not be discussed via social media,*
- *Speaking on behalf of Local 26 when unauthorized to do so.*

POLICY PROCEDURES

The following principles apply to professional use of social media on behalf of Local 26 as well as personal use of social media when referencing Local 26 and its employers.

□ Referents and employees need to know and adhere to the Local 26's Constitution and By-Laws and Referral Procedure and other Local 26 policies when using social media in reference to Local 26.

□ Referents and employees should be aware of the effect their actions may have on their images, as well as Local 26's image. The information that referents and employees post or publish may be public information
for a long time.

□ Referents and employees should be aware that Local 26 may observe content and information made available by employees through social media. Referents and employees should use their best judgment in posting material that is neither inappropriate nor harmful to Local 26, its employees, or employers.

□ Although not an exclusive list, some specific examples of prohibited social media conduct include posting commentary, content, or images that are defamatory, pornographic, proprietary, harassing, libelous, or that can create a hostile work environment.

□ Referents and employees are not to publish, post or release any information that is considered confidential or not public.

□ Social media networks, blogs and other types of online content sometimes generate press and media attention or legal questions. Referents and employees should refer these inquiries to authorized Local 26 spokespersons.

□ If referents or employees encounter a situation while using social media that threatens to become antagonistic, they should disengage from the dialogue in a polite manner.

□ Referents and employees should get appropriate permission before you refer to or post images of current or former referents employees, members, vendors or suppliers. Additionally, they should get appropriate permission to use a third party's copyrights, copyrighted material, trademarks, service marks or other intellectual property.

- Social media use shouldn't interfere with a referent's or employee's responsibilities at Local 26. Local 26's computer systems are to be used for business purposes only. When using Local 26's computer systems, use of social media for business purposes is allowed (ex: Facebook, Twitter, Local 26 blogs and LinkedIn), but personal use of social media networks or personal blogging of online content is discouraged and could result in disciplinary action.

- Subject to applicable law, after-hours online activity that violates the Local 26's Code of Conduct or any other Local 26 policy may subject an employee or referent to disciplinary action or termination.

- If referents or employees publish content after-hours that involves work or subjects associated with Local 26, a disclaimer should be used, such as this: "The postings on this site are my own and may not represent Local 26's positions, strategies or opinions."

Here are guidelines for practicing good netiquette – you'll notice that they're similar to "real life" etiquette:

1. Just because you're not face to face doesn't give you a free pass to write rude, inflammatory comments, make fun of people / the IATSE / IATSE leadership, spread false information, share obscene pictures, and so on. If you think it's a bad idea to do offline, it's just as bad to do it online.

2. Don't argue or engage in arguments. Body language and tone of voice are lost when communicating on the Internet.

3. Don't be insensitive. No tasteless jokes (see the second example below). This also means: don't make fun of shows/movies etc you may be working on OR not working on – imagine how you'd feel if you found out that members from another local were mocking the play you're doing lighting for or the TV show you poured hours into making.

4. Don't post confidential information. If you're unsure about information, you can check with your steward, union officer, the studio, even your legal department if available – or just don't post it

5. Don't use social media when you're under the influence. You might say some things you regret!

6. Assume best intentions. We can't say this enough: treat others online as you'd like to be treated.

7. Don't add management people as Facebook friends on your personal profile. They view you as a professional, and you don't want to give them reason not to if they see you're posting things they view as unprofessional.

8. Deleting comments or tweets doesn't mean no one saw them. There's always a chance that someone took a "screenshot" (a picture of the display on a computer screen) of your tweet or Facebook comment – so if it was bad, there may still be proof you said it.

9. Type with correct grammar, and DO NOT TYPE IN ALL CAPS. Using all caps is considered yelling online.