



# FIERTÉ FREDERICTON PRIDE

## MEDIA + MEDIA RELATIONS POLICY | EST. 04/2019

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### **1.0 PURPOSE**

To provide consistency and structure to the Corporation’s approach to media relations across various platforms to ensure effective communication and messaging that reflects the Mission and Values of the Corporation. Our social media platforms and website are intended to provide a virtual environment for 2SLGBTQ+ communities to engage in discussion, knowledge-sharing, and community-building.

### **2.0 DEFINITIONS**

- 2.1. “Corporation” refers to Fierté Fredericton Pride, Inc. in accordance with the bylaws;
- 2.2. “Engagement” in the context of this policy refers to any action taken on social media platforms by a Director or Media Officer of the Corporation on behalf of the Corporation including, but not limited to, liking, retweeting, resharing, and/or commenting;
- 2.3. “Media Officers” are individual Fierté Fredericton Pride members who are empowered to speak on behalf of the organization under certain circumstances. While generally members of the Board of Directors, non-Directors may be designated if a gap is identified. The Chair(s) and Media Officers may grant explicit permission to other Directors or Members to interact with the media if they are determined to be better suited to respond to a request within their area of specialty or expertise;
- 2.4. “Social Media Platform(s)” refer to any and all online platforms on which the Corporation establishes an official presence including, but not limited to, the Corporation’s website, Facebook, Instagram, and Twitter;

### **3.0 LIABILITY**

- 3.1. All official policies of the Corporation must adhere to the Corporation’s bylaws;
- 3.2. the Corporation is in no way liable or responsible for the comments and opinions expressed by the public on their Social Media Platforms;
- 3.3. the Corporation reserves the right to hide, delete, or otherwise remove any content deemed, at the sole discretion of the board, to be inappropriate;
- 3.4. the Corporation reserves the right to ban, at the sole discretion of the board, any subscriber and/or member of the public whose conduct is considered inappropriate and/or discriminatory.

### **4.0. SOCIAL MEDIA PLATFORMS – ENGAGEMENT**



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Media organizations and journalists may from time to time reach out to the Corporation to comment on a particular issue or topic. Although some requests may not warrant a response, the ability to respond in a timely way to requests will maximize the Corporation's ability to provide support, education and knowledgeable commentary when relevant and in line with our mission. A system that empowers Media Officers to speak on behalf of Fierté Fredericton Pride limits risk to the organization while promoting responsiveness as well as a consistent voice and message. Throughout the year, as the need arises, individuals may become Media Officers, or may lose their status as such. This process will be overseen by the Board of Directors. Under all circumstances, the following will guide Fierté Fredericton Pride's relationships with media:

- 4.1. As a general rule, individual members of the Board (other than the Chair) are not automatically authorized to act as spokespersons for the organization either in person or via email or social media platforms. Unless identified as Media Officers, Board members may only interact with media according to the process outlined in 5.2.
- 4.2. If a pre-discussed position does not exist on a topic, Media Officers are recommended to confer with the rest of the Board, if time permits. However, in general, Officers are empowered to rely on their personal and/or professional expertise, to respond to media requests, in line with the mission and values of the organization.
- 4.3. Anyone interacting with the media, including Media Officers, may not express defamatory or libellous views, or open Fierté Fredericton Pride to legal risk. It is acknowledged that the avoidance of any controversy may not be possible, but care should be taken to both limit risk and communicate any unavoidable risks to the Board;
- 4.4. Anyone who receives a media request—either directly or via a @frederictonpride.com email address—may forward it immediately to the Chair(s) and appropriate Media Officer(s).
- 4.5. In the interim, Directors may interact with the media contact, in the following ways:
  - i. to confirm the journalist's name, phone number, and deadline.
  - ii. to confirm the nature of the story (e.g., "May I request some additional information regarding your inquiry so that I may direct you to the appropriate contact?")
  - iii. to respond that someone from Fierté Fredericton Pride will respond as soon as possible.
  - iv. to respond that someone from Fierté Fredericton Pride is unavailable to participate before the deadline, and to apologize and relay appropriate contact information for future inquiries. In general, it is not advisable to say "no comment," since this constitutes an answer that may be used against the organization in some instances;
  - v. the Director should not offer information to the journalist on behalf of the Corporation, even if the Director receiving the request has knowledge of the topic.
- 4.6. To ensure timeliness, Media Officers are empowered to:
  - i. strategize with their counterpart(s);
  - ii. strategize with the Chair(s) directly;
  - iii. respond immediately to the request; and
  - iv. update the Board on their interaction with the media outlet/journalist as necessary.



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- 4.7. In instances where Fierté Fredericton Pride is obliged to release an official “Statement” in response to events, situations, or instances deemed serious:
- i. statements must be approved by the Board of Directors through majority vote;
  - ii. statements should be released through Facebook and made available on the website;
  - iii. statements should be released in both official languages;
  - iv. in situations deemed an emergency by either the Chair(s) or two (2) Directors, the Chair(s) shall make at least two (2) attempts to contact all Directors through appropriate channels. Directors may forfeit their right to a vote if they cannot be reached after two (2) attempts and a waiting period of two (2) hours for a response.

## **5.0 SOCIAL MEDIA PLATFORMS – CONTENT**

- 5.1. The following are guidelines for media to be published, shared, and/or promoted through Fierté Fredericton Pride’s media platforms, including but not limited to the official website, Facebook page, and Instagram page:
- i. content should be directly related to the events, programming, resources and/or the advancement of the Corporation; or
  - ii. approved content from partners of the Corporation; or
  - iii. approved content that reflects the Corporation’s commitment to education, advocacy, community-building, and knowledge sharing in the interests of 2SLGBTQ+ communities.
  - iv. The following content will not be approved on social media platforms except in special circumstances upon resolution of the Board:
    - a. personal fundraisers
    - b. personal and or promotional content from local 2SLGBTQ+ individuals
    - c. individual calls for research participants
    - d. events or programming not directly benefitting 2SLGBTQ+ communities
    - e. promotional content that is not directly related to 2SLGBTQ+ communities
    - f. promotional content from businesses or organizations that does not directly benefit the Corporation and/or local 2SLGBTQ+ communities
    - g. death notices or memorials for 2SLGBTQ+ individuals
    - h. content deemed potentially triggering or emotionally upsetting
  - v. selected content consistent with section (6.1.iv) may be shared in an appropriate section of the website upon resolution of the Board.
- 5.2. In instances where the Corporation has released an official statement:
- i. comments and discussions with the general public will take place through [communications@frederictonpride.com](mailto:communications@frederictonpride.com);
  - ii. Media Officers may use their discretion to respond to comments on public threads to clarify the position of the Corporation;
  - iii. Media Officers will not ‘like’, or ‘reply’ to comments as Fierté Fredericton Pride on public threads or in instances of clear animosity and will refer to section (6.3);
  - iv. Media Officers and/or Directors will not ‘like’, or ‘reply’ to comments using their personal accounts on the given platform.



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- 5.3. In instances when discriminatory, harmful, and/or hateful messaging is shared on a platform:
- i. Directors and/or Media Officers are permitted to delete comments that are perceived to constitute harassment or contain hateful, discriminatory, and/or harmful language or messaging;
  - ii. by resolution of the Board, Chair(s) and/or Media Officers may be permitted to block individuals on social media platforms whose engagement, at the sole discretion of the Board, is perceived to constitute harassment or contain hateful, discriminatory, and/or harmful language or messaging;
- 5.4. Guidelines for the engagement of Media Officers on social media platforms:
- i. Media Officers are empowered to 'like', 'comment', or 'reply' when deemed appropriate at the discretion of the individual;
  - ii. Media Officers may reshare content they deem consistent with section (6.1.i-iii);
  - iii. Media Officers are expected to ensure content across platforms reflects the Mission and Values of the Corporation;
  - iv. Media Officers should use their discretion when 'liking' and 'sharing' as while these actions are not endorsements they may be perceived as such.

## 6.0 PROHIBITED CONTENT

- 6.1. To ensure the maintenance of a respectful and inclusive online environment climate, the corporation will not tolerate the publication of certain contents including, but not limited to:
- i. discriminatory/hateful language and/or the expression of discriminatory/hateful views;
  - ii. threats of any kind and/or messaging that incites hatred and/or violence of any kind;
  - iii. personal and/or defamatory attacks;
  - iv. content which disrespects the privacy of others;
  - v. spam messages or posts;
  - vi. advertising or promotional solicitation;
  - vii. content revealing one's personal information or the personal information of others;
  - viii. the unauthorized use of the Corporation's name, logo, or other intellectual property;
  - ix. political messaging from an individual and/or organization.