



## Niagara Construction Association Social Media Guidelines

### Statement

The Niagara Construction Association (NCA) recognizes the emergence and influence of Social Media in the business world, and the beneficial impact this would have for the NCA and our members. We acknowledge the rights of individuals to actively participate in Social Media; however it is in the Association's best interests that certain regulations be followed with the usage of Social Media. It is for that purpose the NCA has chosen to draft and will endeavor to uphold these Social Media Guidelines.

### Scope

This policy will cover all individuals who are directly affiliated with the association and those individuals that have been provided a password to gain access to Social Media for the NCA. The referred individuals may or may not include Executive Officers, Directors, Staff, Committee Chairs, Members and Volunteers.

### Objectives

1. Establish guiding principles as to how NCA affiliates are to conduct themselves when engaging in social media, aligning with our Association's **VALUES**, INTEGRITY is our foundation, our environment represents mutual TRUST, and we are ETHICAL in all our actions.
2. Cultivate an environment wherein the usage of Social Media contributes to the overall welfare and productivity of the NCA, our **MISSION** building support and service for our members.

## General Guidelines

1. Only individuals authorized by Management and provided with the NCA password are permitted to post on NCA Social Media accounts.
2. Information and content shared on Social Media must comply and support NCA principles.

**MISSION** Building support and service for our members

**VISION** We are the resource for the Niagara Construction Industry

**VALUES** Integrity is our foundation

Our environment represents mutual trust

We are ethical in our actions

Teamwork is what keeps us together

We are progressive

3. Information and content shared on Social Media must comply with the Association's Privacy Statement.
4. Access into websites/forums/blogs must focus on Industry or Construction Association issues.
5. Proper resource citations and copyright laws must always be upheld.
6. Exercise proper conduct and decorum when interacting with Social Media users.
7. Social Media posts should be written in a professional business style with minimal use of acronyms.

## Practices

1. Staff members that are required to post and/or announce Association news and events will be given the NCA password.
2. Each Committee Chair will be given the NCA password and will be responsible (if available) to update our site with current news and events. If the Committee Chair is unavailable a substitute Committee member could be assigned.
3. During NCA events/training/seminars a designated individual will be provided with the NCA password for the purpose of media coverage.
4. NCA Management will be the only provider of the NCA password; it is at their absolute discretion and will be based on the purpose it is required.