

HSKWSP Social Media Policy

Approved: June 2025

Next Review: June 2026

The Humane Society of Kitchener Waterloo & Stratford Perth (HSKWSP) uses social media to create a welcoming and inclusive space for meaningful engagement with the community. Our goals are to engage, inform, inspire, and interact in ways that reflect our mission, vision, and values.

This policy outlines the expectations for both staff and community members engaging on our official social media channels.

This policy applies to:

- All official HSKWSP social media accounts.
- All HSKWSP staff posting on behalf of the organization.
- Any individual or organization interacting with HSKWSP on social media platforms.

Social media includes any website, app, or account operated by HSKWSP that allows for public interaction (e.g., Facebook, Instagram, X/Twitter, LinkedIn, TikTok, YouTube).

HSKWSP Commitment

- Welcomes constructive dialogue and respectful feedback.
- Encourages transparency and community-building.
- Upholds all communication to the same standard as other public-facing channels.

We believe social media plays a key role in fostering community connections and strengthening democratic participation.

User Expectations and Guidelines

- By interacting with our social media channels, you agree to:
- Be kind and respectful to others.
- Avoid offensive, harmful, or illegal content.

Refrain from posting content that violates any law, including but not limited to the Criminal Code of Canada, Ontario Human Rights Code, Copyright Act, or Freedom of Information and Protection of Privacy Act (FIPPA).

We reserve the right to remove or hide content that includes:

- Profanity, personal attacks, or hate speech.
- Threats or encouragement of illegal activity.
- Copyright violations or false information.
- Spam or repetitive posts.
- Off-topic or unrelated comments.
- Private or sensitive personal information.

Violations may result in users being blocked or barred from further participation on our platforms. HSKWSP will not respond to posts that breach these guidelines.

Staff Responsibilities

- Staff must follow this policy when managing or posting to HSKWSP's social media.
- Posts should reflect the organization's brand/tone: friendly, compassionate, respectful, and professional.
- All content must align with HSKWSP's mission, values, and communication standards.

Privacy and Safety

- HSKWSP does not endorse or partner with social fundraising platforms like GoFundMe.
- HSKWSP will never use social media data for commercial purposes.
- We do not share personal information unless required by law.
- We are not responsible for enforcing parental controls or monitoring minors' social media use.

Collaborative Posts

The HSKWSP welcomes the opportunity to collaborate on social media content with businesses and community partners whose values align with our mission. These collaborations may include co-branded posts, shared content, and social media tagging to help amplify shared messages and promote community engagement. However, we are not able to accept all requests. Decisions will be made at the discretion of our communications team based on alignment with our organizational values, capacity, and communication priorities at the time. All collaborative posts will be reviewed and approved by our communications team prior to publishing to ensure brand consistency and message alignment. We kindly ask that requests for collaborative posts be submitted at least seven (7) days in advance, as our social media content is often planned and scheduled ahead of time.

Legal Disclaimer

Following or engaging with a user or organization does not imply endorsement. By posting on HSKWSP's social media, users agree to:

- Take responsibility for their content.
- Indemnify HSKWSP and its employees from legal claims arising from their posts.
- Refrain from impersonation or misrepresentation.
- Abide by the terms of service of the hosting platform.

Use of our social media channels constitutes acceptance of this policy.