

HEU Social Media Policy

1. Introduction

The Hospital Employees' Union ("HEU") is a democratic organization committed to the goals of the trade union movement and has as a core value the right of all HEU Members to speak freely and engage in comment, debate, and dissent, including criticism of the HEU, its policies and procedures, and the actions of its elected leadership. The HEU recognizes that Social Media is an important tool for HEU Members to engage in these activities, and to promote the objects of the HEU as set out in the Constitution. The HEU supports open communication and transparency between HEU Members and with the public on Social Media and elsewhere.

The HEU also recognizes the necessity of maintaining a professional online presence, complying with its legal obligations, and protecting against reputational risk.

This Social Media Policy (the "Policy") balances these important principles by establishing terms for the permitted use of the HEU name and logo on Social Media, and by establishing standards of behaviour for members of the HEU Provincial Executive and Alternates ("PE Members") in using Social Media, both in their personal capacity and in official HEU capacity.

The term "Social Media" in the Policy includes social networking platforms (such as Facebook and LinkedIn), blogs, microblogs (such as Twitter/X), photo and video-sharing services (such as Instagram, TikTok, Snapchat, Google Photos, PhotoBucket, Flickr and YouTube), message boards (such as Reddit and Google Groups), chat rooms (such as Whatsapp and Discord), group texts, wikis, electronic newsletters, and any other sites and services that permit users to share information in a contemporaneous manner.

2. Use of HEU Name and Logo

HEU Members may only use the HEU name or logo in the title of a Social Media platform with approval provided under this Policy.

An HEU Member who currently uses the HEU name or logo or wishes to use the HEU name or logo in any manner, must submit an application to the HEU Social Media Committee¹ (the "Committee") for consideration. The application must include:

- a detailed description of how the HEU name or logo is proposed to be used;
- the names and contact information for all administrators and moderators of any Social Media platform on which the HEU Member proposes to use the HEU name or logo; and
- a signed agreement in a form provided by the HEU, to:
 - abide by the Policy and the terms of the HEU's approval of the use of its name or logo,
 - regularly monitor the content of the Social Media platform,

¹ The HEU Social Media Committee will be composed of two (2) PE Members and three (3) HEU staff members.

- promptly investigate any complaints regarding content on the platform,
- immediately remove content that violates the Policy,
- immediately remove content when requested by the HEU, and
- immediately cease using the HEU name or logo when requested by the HEU.

The HEU has the discretion to prescribe additional terms of its approval for the use of the HEU name and logo, including that:

- the platform must not allow anonymous posts or the use of fake names,
- all HEU Members will have access to the platform,
- all posts to the platform must be approved in advance by an administrator and/or moderator,
- the administrator and/or moderator must immediately remove posts that purport to provide collective agreement interpretation or advice to HEU Members, and direct HEU Members to their staff representative for this information,
- the administrator and moderator must attend an HEU-sponsored workshop regarding social media and managing a social media platform; and/or
- administrators and moderators are liable for any damages as a result of their violation of the Policy.

If the HEU approves the use of the HEU name or logo, the HEU Member must post the following on the Social Media platform:

This (name of social media platform) page is for _____ (e.g. “members of the HEU Vancouver General Hospital Local”). Postings by individuals do not necessarily reflect the views or policies of the Hospital Employees’ Union. For more information about the HEU, see the official [HEU website](#) and [HEU News](#).

Content that violates the Policy and that must be removed immediately from an approved Social Media platform includes:

- false or misleading content;
- content that could bring the HEU into disrepute;
- content that violates the HEU Constitution, the HEU’s Workplace Bullying and Harassment Policy and Statement on Diversity, Equity, and Inclusion, and any other relevant HEU policies;
- content that could be considered disrespectful, discriminatory, bullying, harassing, or defamatory;
- content that presents an individual’s personal Social Media posts as official HEU communications;
or
- personal or confidential information posted without required consent.

The HEU may withdraw its approval for use of the HEU name or logo where a Member fails to abide by or breaches the Policy.

3. Standards of Conduct for Social Media Use by PE Members

When using Social Media in a manner that is, or could reasonably be seen to be associated with the HEU, PE Members must:

- assume that anything written, shared, received, or posted on Social Media is public, and could remain available permanently;
- ensure their Social Media activity complies with HEU's Code of Conduct for the Provincial Executive;
- not post anything on Social Media that could negatively reflect on the HEU or its membership, or compromise the PE Member's ability to fulfill their duties;
- treat others on Social Media with decency even if others do not grant the same level of respect;
- not post anything that is discriminatory, harassing, bullying, or defamatory;
- not represent their personal Social Media posts as official HEU communications, whether on authorized HEU Social Media pages or otherwise;
- not share an individual's personal or confidential information without that person's consent; and
- include the following statement on all Social Media pages which they administer or moderate:

Any comments, messages, or postings by others on this [Name Social Media platform, i.e. Facebook, Twitter/X, Instagram, etc.] page that can be construed as discriminatory, harassing, bullying, defamatory, or contrary to HEU's Constitution, Statement on Diversity, Equity and Inclusion, or other HEU policies will be immediately removed by the Administrator/Moderator.

4. Compliance, Enforcement, and Remedies

If an HEU Member believes they have contravened this Policy, they must correct it immediately. If they believe the mistake is significant, they must immediately contact the HEU's [Communications Director](#) for assistance.

Complaints concerning an HEU Member's compliance with this Policy must be submitted to the Committee for referral to the appropriate investigation and dispute resolution process (e.g., [Article 19 of the HEU Constitution and Bylaws](#), the HEU's [Code of Conduct for the Provincial Executive](#), the [HEU Human Rights Policy](#), etc.).

Complaints concerning a PE Member's compliance with this Policy must be submitted to the HEU Ethics Commissioner and will be governed by the complaint process in the HEU's [Code of Conduct for the Provincial Executive](#).

The Committee may direct a PE Member to revise or remove content concerning the HEU, its staff, officers, or elected officials posted on Social Media where the Committee considers the content to breach the Policy, and the Provincial Executive member must immediately act as directed by the Committee.

Policy passed by HEU Provincial Executive on September 4, 2025.