

Social Media Guideline

Social media is a compelling and dynamic communications tool. As a safety-minded organization, we know that policies and guidelines are necessary to ensuring safe use. As an organization supporting families affected by workplace tragedy, we're also deeply committed to doing no further harm to those who've already sustained tragic loss.

Our reputation as a safe place for families to turn in their time of need is one we've been building for years. Individual and brand reputations can be irreparably damaged within hours, so discretion is warranted.

Does this guideline apply to me?

This guideline applies to volunteers using social media to promote Threads of Life or the Steps for Life walk. This includes board members, volunteer family guides, speakers, peer support facilitators, community engagement volunteers, and Steps for Life Social Media Leads promoting the walk or Threads of Life on social media.

Volunteers managing social media accounts on behalf of Threads of Life - such as Steps for Life community Facebook pages, Twitter or Instagram accounts - have a particular responsibility to conduct themselves in accordance with these guidelines.

Staff are required to review PA-10 Social Media policy annually, and to agree to abide by this guideline.

Responsible social media use:

1. **Representation.** Be clear about when you are representing Threads of Life -- and when you aren't. Volunteers managing Threads of Life social media pages/accounts are always representing Threads of Life while posting on these pages/accounts.
2. **What we're called matters.** Threads of Life is the name of the organization and Steps for Life is the name of our primary fundraiser. How you refer to us helps others understand! We aim to never use a shortened version or acronym when speaking or writing publicly, to reduce confusion. Please always use our full names (i.e. Threads of Life, not "Threads"; Steps for Life, not "Steps" or "SFL").

Did you know? We operate as Threads of Life, but our legal name is Association for Workplace Tragedy Family Support. Searching for our legal name is the only way to find our registered charity status with the Canada Revenue Agency.

3. **Our guiding principles.** Be familiar with, and conduct yourself in accordance with Threads of Life's [mission, vision, and values](#). Above all else, do no further harm to the families Threads of Life is supporting.
4. **Stay neutral and impartial.** We are a non-religious, apolitical, neutral, impartial, independent, family support organization. It is important that we maintain our ideals not only for our reputation, but the well-being of the families we support. Do not comment on political or policy-related issues when representing Threads of Life.
5. **Branding and marketing materials.** Please do use the materials provided by Threads of Life -- they are already in line with our branding and marketing. If you are feeling inspired to create new images and videos, the use of the Threads of Life and Steps for Life logos must be pre-approved by the Threads of Life Marketing and Communications

department. We admire your creativity -- we just need to ensure the use is in line with our branding.

6. **Creating Threads of Life or Steps for Life social media accounts.** If you're looking to promote your Steps for Life walk or another Threads of Life event with a branded Steps for Life or Threads of Life account, please contact us before setting up a new account.
7. **Stats.** Statistics can be a powerful tool for education and we want to be clear about which stats we use. For this reason, we almost always defer to those who collect and share workplace injury and illness statistics: workers' compensation boards and labour ministries. We're primarily concerned with one number at Threads of Life: one. One is too many.
8. **Self-censoring.** In this day and age, everything you post is only a screenshot away from being shared. Regardless of your privacy settings, anything you post can be shared. It's easy to get caught up in the emotion of writing. If you're about to publish something that makes you even a little uncomfortable, save it for later and give yourself some time to think it through. Since all content shared on public pages and profiles is shareable, be extra aware of the need to self-censor. If you aren't sure whether your intended post is appropriate, check with staff first.
9. **Respect privacy and confidentiality.** Do not post pictures of others without their express permission. Threads of Life's Code of Conduct extends to social media and other online interactions. Exception: Steps for Life participants acknowledged that their photo may be taken and shared when they signed their participation waiver.

Special consideration: When a family's tragedy is covered in the media, there is a very good chance the family will read the comments. Condolences are thoughtful, but please refrain from commenting on or making inferences about what caused the tragedy, or who is to blame. It is not the place of Threads of Life to make such a judgement, and is not constructive to supporting the family.

If you're unclear or unsure, talk to us. The prevention of workplace tragedies or support of families after a workplace injury, illness or death are not black and white issues -- and neither is the conversation around them. We genuinely appreciate your passion, commitment, and support, and want to work with you to ensure we are all on the same page!

Should you post or share a message in your Threads of Life role that does not align with this guideline, we will need it to be removed or amended. We'll either contact you to make this change or we'll take the steps necessary to have the post removed. It's definitely better to ask and discuss beforehand, if you're at all unsure.

Connect with us!

We regularly share information about the families we're supporting, as well as what's new with Threads of Life's programs and partnerships on our social media channels. Be sure to tag us to help share your messages with the wider Threads of Life family, and follow us to keep up with what's happening. We also genuinely appreciate a share when our message is one that's important to you, too!



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