



AJC-AJJ

ASSOCIATION OF JUSTICE COUNSEL
ASSOCIATION DES JURISTES DE JUSTICE

Association of Justice Counsel

Social Media Policy

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AJC Social Media Policy

1.0 Purpose and Objectives

The Social Media Policy reflects the AJC's culture of transparency, authenticity and openness. It also reinforces the Association's philosophy to empower members to connect directly with their counterparts using social media.

The impact of social media has grown too big for us to ignore. Social media are now an integral part of a fast-paced, 24-hour news cycle where coverage is live on the web in a matter of minutes. Listening to our members and getting our voice heard in this new digital era is therefore more important than ever.

The AJC will use social media as an additional communications tool, to build media and public awareness. Information is power.

The AJC also recognizes the importance of engaging in relevant online conversations with its members.

Accordingly, the purpose of this policy is to outline the AJC's use of social media.

The AJC encourages all of its members to explore and engage in social media communities at a level at which they feel comfortable. **Have fun, but be smart.** The best advice is to approach online worlds in the same way we do the physical one – again by using **sound judgment** and **common sense**.

The Five Core Values of the AJC in the Online Social Media Community are:

- Transparency in every social media engagement.
- Protection of our members' privacy.
- Respect of copyrights, trademarks, rights of publicity, and other third-party rights in the online social media space
- Responsibility in our use of technology.
- Utilization of best practices, listening to the online community, and compliance with applicable laws and regulations to ensure that this policy remains current and reflect the most up-to-date and appropriate standards of behaviour.

2.0 Objectives of Social Media Usage

In order to engage and communicate with members and the public, the AJC will expand its web presence beyond its own website and reach users through selected social media channels. Through social media tools, the AJC will communicate proactively, reach out and engage users more easily than ever before. Social media can help broaden the AJC's reach and establish a dialogue with our members, the media and the public.

2.1 Objectives and Measures

<i>Objectives</i>	<i>Measures</i>
Extend reach of existing messages online (e.g. news, speeches, web updates) by building relationships with relevant audiences including intermediaries, stakeholders, and key influencers such as journalists.	Number of followers on Twitter; relevance and type of followers; number of web traffic referrals from Twitter, blogs, forums and online articles to our website content.
Provide an informal voice for the organization to promote comprehension and engagement with the AJC's messages. Provide an open dialogue for followers.	Feedback from followers.
Demonstrate leadership and credibility, increasing our visibility as the experts in our remit within the online space.	Feedback from followers; number of re-tweets; clickthroughs from our tweets; daily monitoring trends.
Demonstrate commitment to and understanding of digital channels with exemplary use of emerging channels.	Feedback from followers.
Provide additional, low-barrier method for members to interact with the AJC to provide feedback, seek help and suggest ideas.	Volume and quality of contact from followers; impact of this feedback on the AJC daily monitoring trends.
Provide ways for our audiences to subscribe to updates (by RSS, email and SMS).	Achieved by having a presence on Twitter, Facebook and through the AJC website.
Monitor online mentions of the AJC, engaging with our critics and key influencers to resolve problems/dissatisfaction. Correct factual inaccuracies and monitor satisfied members' positive comments.	Qualitative assessment of individual cases of turning negatives to positives and positives into advocates.
Provide live coverage of events through webcasting (such as AGM or Face-to-Face) for those who cannot attend.	Number of events covered per year; positive feedback on that coverage.

2.2 Risks and Measures

The AJC recognizes the risks related to social media. These include 'reputational' and 'legal' proceedings arising from potentially defamatory statements. Although a 'zero-risk' environment doesn't exist in the social media world, several measures can be taken to mitigate those risks. The advantages of being on social media outweigh the risks.

Risks	Mitigation
Criticism arising from an inability to meet the demands of Twitter/Facebook users to join conversations-answer enquiries, due to resource and clearance issues.	Reduce by managing expectations with clear, published social media policy; use holding replies where answer will need research; respond to ‘themes’ not individual queries.
Inappropriate content being published in error, such as: <ul style="list-style-type: none"> • News releases under embargo • Protectively marked, commercially or politically 	Establish ‘light’ but effective procedural controls and guidelines for Twitter and Facebook users. Admit mistakes quickly and correct them as soon as possible.
Reputational risks to the Association and to public service lawyers. Data, privacy and ownership issues.	Minimize with policy, clear guidelines and terms of use (netiquette). Reduce risks through monitoring. Use privacy settings and other forum tools to create a closed space for membership engagement.

3.0 Roles and Responsibilities

A) Director of Communications

The Director of Communications shall be responsible for the following:

- Setting up Social Media accounts and providing general assistance to members who wish to open account or adjust their settings daily ongoing monitoring of AJC’s social media platforms
- Tweeting and/or retweeting news articles that are of interest to AJC members (justice issues, public service employee issues, bills that affect our association)
- Posting AJC news releases on Twitter and Facebook
- Ensuring that all guidelines relating to the terms of use of AJC’s social media outlets are posted in a visible location and in a manner that requires each user to agree before actual participation
- Reporting all incidents of misuse to the Communications Committee.
- Developing a warning system that puts a user on notice. Politely ask person to stop and remind them of the social media guidelines and terms of use (and give link to website document).
- If this continues, temporarily suspending privileges of user who may, in the Director of Communications’ reasonable opinion, have violated the AJC’s terms of use (use of foul language, for example).
- Reporting all instances of temporary suspensions to the Communications Committee for final decision.

B) Communications Committee

Members of the Communications shall be responsible for the following:

- The overall responsibility for AJC’s external and internal communication, which may extend to what kind of communication should be issued and its timing

- Suggesting Tweets or Facebook posts on specific topics
- Providing general guidance for the AJC's social media
- Providing guidance in cases of temporary and permanent suspensions.

C) Governing Council

Governing Council members shall be responsible for:

- Encouraging AJC members to follow the Association's Twitter and Facebook accounts.
- Reporting any issues of concern that may affect the reputation of the AJC to the Communications Committee.

D) Users

Users may include staff, GC members, and members of the public. All users will comply with AJC's guidelines

Members and the public should use this document in conjunction with the AJC's Social Media Guidelines and Terms of Use ('netiquette').