



MOHAWK COUNCIL OF KANESATAKE

SOCIAL MEDIA POLICY

Approved by Council: April 15, 2025

Approved by Resolution # 005.2526.00069

(Replaces the previous Social Media policy, approved by BCR #011.2021.00069)

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1. EFFECTIVE DATE

This Social Media Policy was approved by Council on April 15, 2025, and is effective as of April 15, 2025. It will be reviewed at least every five years.

In the event a new or amended version is not approved by April 15, 2030, this version will remain in force.

2. DEFINITIONS

<i>Administration</i>	The Administration Department of the Mohawk Council of Kanesatake.
<i>Council</i>	The Elected members of the Mohawk Council of Kanesatake (MCK).
<i>Manager</i>	Director/Manager or other managerial position of a department falling under the administrative jurisdiction of the Mohawk Council of Kanesatake and under the direct supervision of MCK's Portfolio Chief(s).
<i>MCK</i>	Mohawk Council of Kanesatake.
<i>Mohawk Council of Kanesatake</i>	The legal governing body of Kanesatake and its territory.
<i>Online activity</i>	Any activity taking place on the Internet that may be shared, consulted or accessible to other people.
<i>Portfolio Chief</i>	The Chief responsible for supervising a department on behalf of the Mohawk Council of Kanesatake.
<i>Social Media</i>	Means, but not limited to: Facebook, Instagram, Snapchat, Tiktok, Twitter, Youtube, Reddit, WhatsApp, Pinterest, professional and personal blogs, etc.
<i>Supervisor</i>	An employee who has an immediate supervisory role over other employees.

3. PURPOSE

The purpose of this Social Media Policy is to provide guidelines for the administration of the Mohawk Council of Kanesatake (MCK) and outlines appropriate social media workplace-related use for MCK employees.

This policy is not designed or seek to interfere with employees' private lives or their right to free speech. Its goal is to maintain and respect the image of the Mohawk Council of Kanesatake. It offers examples to help employees understand what constitutes acceptable and unacceptable online activity related to the workplace.

All employees must follow these guidelines, whether they mention the Mohawk Council of Kanesatake directly or indirectly. MCK staff with personal social media accounts must also comply with these guidelines in relation to their association with MCK programs and services.

4. SCOPE

This Social Media Policy applies to all Mohawk Council of Kanesatake employees and managers.

Words in the singular include the plural, and words in the plural include the singular.

Where a word is defined, other parts of speech and grammatical forms of the same word have corresponding meanings.

References made to another policy or legislation may be subject to amendments or replacement. In this event, all current versions of said documents will apply.

Where there is a conflict between this policy and the applicable regulation, then the provision that is more favourable to the employee will apply.

5. RESPONSIBILITIES

The Council is responsible for:

- Approving this Policy;
- Supervising its fair and equitable application throughout the organization;
- Approving amendments to this Social Media Policy.

The Human Resources Manager is responsible for:

- Supporting the Managers in the application of this Policy;
- Suggesting amendments to this Policy.

The Managers are responsible for:

- Ensuring the application and enforcement of this Social Media Policy throughout their respective departments;
- When necessary, being the official employer representative to address situation with employees;
- Ensuring all employees under their direct or general supervision are knowledgeable and receive a copy of the policy or the appropriate tools to consult the Policy;
- Suggesting amendments to this Policy.

Employees are responsible for:

- Familiarizing themselves with this Policy;
- Respecting this, Policy.

6. SOCIAL MEDIA

As social media are integral to our lives, they can sometimes impact the workplace. Therefore, the Mohawk Council of Kanesatake needs clear guidelines to help employees understand acceptable and unacceptable use of these platforms and general online activity.

At all times, employees shall not imply they are speaking on behalf of MCK unless authorized to do so. Should an employee speak on matters of employment, the employee shall include a disclaimer.

Employees are encouraged to follow the internal complaint procedure and not take to the internet to voice work-related complaints.

Employees found to have violated any part of this policy may be subject to discipline, up to and including termination.

6.1 Social medias and online activity during work hours

Employees may use social media for personal reasons during breaks or outside of work hours. Personal online activity or use of social media is not allowed during worktime. This includes from a personal device such as a laptop or smartphone.

All online activity during work hours should be work-related, such as checking work emails or participating in online training. Inappropriate activities include online shopping or checking personal emails during work hours.

6.2 Social Media and online activity outside of work hours

Employees must understand the concept of a workplace-related environment. Being off duty doesn't exempt them from professional responsibilities towards their job and employer. They should maintain professionalism both on and off duty.

Due to the community aspect of the Mohawk Council of Kanesatake, employees should be cautious when discussing work matters outside of work hours. An easy way to determine if a communication is work-related is to ask if it would be relevant without their affiliation with their employment.

On any workplace-related topics, MCK expects the employees to behave as if they are in the workplace. Therefore, employees must avoid inflammatory, unprofessional, indecent, or disparaging remarks about the organization, its governance, community, employees, clients, or funders, as this may lead to disciplinary action. For instance, discussing work conflicts or grievances on social media is prohibited. Instead, employees should address such issues directly with their Manager for appropriate resolution.

6.3 Examples

Situation 1: I work as a Social Assistance Officer and a client contacted me to schedule an appointment through Facebook Messenger. What should I do?

Answer: We encourage the use of official communication channels like work emails or office phone lines for such situations. However, if Messenger is the only convenient way to reach a client, you may use your personal Messenger, at your discretion. If this kind of situation becomes frequent, discuss with your manager whether a professional account would be more suitable for client contact.

Situation 2: I've been harassed by a colleague multiple times in our work group chat and I'm tired of it. What should I do?

Answer: Refer to MCK's Workplace Harassment and Violence Prevention policy if necessary. You may also report this situation to your supervisor promptly.

Situation 3: I work for MCK and my sister is running for Chief. Can I openly support her?

Answer: MCK employees are expected to maintain political neutrality **in public** (social medias included).

Situation 4: MCK's Facebook page shared a photo of a lunch activity where I am seen with colleagues having a good time. Can I share this on my personal Facebook?

Answer: Yes, you can likely share the post.

Situation 5: A colleague is openly criticizing our supervisor on Facebook. I think this is unfair. Can I confront them online?

Answer: No, report the situation to your supervisor for appropriate action by the employer.

Situation 6: There is a show in the community tonight that I believe may cause noise and disruption, making a lot of members uncomfortable. Can I express my opinion on Facebook?

Answer: This issue is likely not workplace-related, it is to your discretion.

Situation 7: My children attend Ratihén:te High School and I am unhappy with this week's cafeteria menu. Can I post about this publicly?

Answer: Consider using more appropriate channels such as contacting the Education Department or School Principal directly with your concerns.

Situation 8: I attended a workshop today and took photos throughout the day, including colleagues and the facilitator. Can I post these on Instagram?

Answer: Posting such photos requires permission from individuals involved due to legal considerations. Exercise caution; it may be better to avoid such online activity to prevent complications.

Appendix A: Acknowledgement of Receipt Form



MOHAWK COUNCIL OF KANESATAKE

Social Media Policy

Acknowledgement of Receipt

I, _____ acknowledge having received the Social Media Policy, approved by the Mohawk Council of Kanesatake on April 15, 2025. As an employee of the Mohawk Council of Kanesatake it is my duty to read, understand and respect provisions included in the policy.

Date

Employee Signature

Program Manager