



**Cochrane Search and Rescue Association
Social Media Handbook**

DOCUMENT HISTORY

Version	Date	Author(s)	Change(s)
1.0	July 16, 2016	Mark Smith	Creation of 1 st draft.
1.1	Feb 12, 2019	Mark Smith	Review of Handbook in relation to SAR Alberta SOP; no changes required.
1.2	Feb 16, 2019	Andy Potton	Edits in line with other Handbooks.

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1. STATEMENT OF PRINCIPLE

- 1.1 CSAR endorses the strategic and responsible use of social media through our official channels to enhance communication, collaboration, engagement, information sharing and to foster productivity.
- 1.2 CSAR endeavours to provide accurate and relevant information to stakeholders, media and the public regarding CSAR activities.
- 1.3 Social media tools provide a significant opportunity for CSAR to reach target audiences and enhance public relations, community outreach, engagement, and education.
- 1.4 The goal of this policy is to enhance CSAR external communication by using social media while balancing the need to protect members, sensitive information and the organization's reputation.

2. SCOPE

- 2.1 This policy applies to:
 - a. CSAR members (operational/non-operational).
 - b. Use of external social media.

3. DEFINITIONS

- 3.1 Social Media: web-based and mobile technologies that enable users to engage in interactive dialogue and allow for the creation, and sharing, of user-generated content.
- 3.2 Social media includes social networking sites (Facebook, Twitter), wikis, video and photo sharing sites (YouTube, Flickr, Instagram), social bookmarking sites, mobile apps and more.

4. ORGANIZATIONAL USE

- 4.1 All business social media use must align with CSAR objectives and be submitted and approved through the CSAR Social Media Committee. CSAR business use must take place on official CSAR social media accounts and follow CSAR social media use guidelines.
- 4.2 Only CSAR members authorized to access CSAR social media accounts will be authorized to communicate through CSAR social media channels on behalf of CSAR.
- 4.3 Photos and videos obtained during training exercises/community events and call-outs will only be shared through CSAR social media official channels by members of the social media committee or President and Vice President.
- 4.4 All CSAR members should understand that images/videos may be shared on social media through CSAR official accounts. Members not willing to appear in such content should inform a member of the social media committee.
- 4.5 During training/call-out events, images and videos displaying other responding organizations will require permission from such organizations prior to being distributed through official CSAR social media channels.
- 4.6 When representing CSAR online for business use, members are expected to represent CSAR in a professional and positive capacity.
- 4.7 CSAR social media account passwords will be updated when required in collaboration between social media committee members and approved by the CSAR President or Vice President.

- 4.8 When a member of the CSAR social media committee leaves the organization, they will relinquish all access to CSAR social media accounts and refrain from further communication using such accounts.

5. PERSONAL USE

- 5.1 CSAR acknowledges that members engage in social media activities in their capacity as private citizens. Members should be aware that anything published online is a permanent record, even if it is removed or deleted. Published content can impact a member's reputation and could potentially impact the reputation of CSAR.
- 5.2 Unless posted through CSAR official social media channels by members of the social media committee, CSAR members are not to post identifying videos or photos of themselves, or other members in uniform during live call-outs.
- 5.3 The only exception to this rule (5.2) will be via the present and past members CSAR private Facebook group located at:
<https://www.facebook.com/groups/1000388430012310/>.
- 5.4 Members are allowed to post images/videos obtained during CSAR training or community events on their personal social media accounts. Members posting such content must first seek permission from those shown within such images/videos. Any posted content related to CSAR must remain professional at all times.
- 5.5 Official CSAR-related business will be kept separate from personal social media accounts as outlined in 4.1, 4.2, 4.3, 4.4 of business use.
- 5.6 Where a member is uncertain about the prohibited release of information through social media, they will refer to this policy or consult the CSAR social media committee for guidance.

6. CONSEQUENCES

- 6.1 All members must read and understand the CSAR social media policy and any use that breaches this policy could result in a review of their membership with CSAR.