huu ay aht

ANCIENT SPIRIT, MODERN MIND

EMPLOYEE SOCIAL MEDIA POLICY

Approved by Executive Council
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Guiding principles

1 Huu-ay-aht is committed to fostering a workplace environment that reflects our cultural values, traditions, and principles.

Purpose

2 The purpose of this policy is to guide employees, ensuring their professional online activities align with the vision, values, and sacred principles of Huu-ay-aht, which staff are required to uphold under the Huu-ay-aht Oath, which states:

I will act in the best interest of present and future generations of Huu-ay-aht Citizens,
I will honour the vision, values, and sacred principles of Huu-ay-aht -
Uu-a-thluck (taking care of future generations)
Hish-uk-tsawak (everything is one)
I will be a positive role model, following the principle of ii-saak (conducting myself honestly and respectfully), and
I will uphold the Constitution and obey Huu-ay-aht laws.

Staff values

3 Employees using social media are expected to uphold the staff values that guide the behaviour of those working for the Huu-ay-aht Government and to follow this policy without exception. As representatives of the Huu-ay-aht Government, employees are expected to demonstrate best practices and appropriate etiquette when using both their personal and work social media accounts, including but not limited to the following:

(a) Being respectful to all.

(b) Never resorting to name-calling, slander, discrimination, or hate speech.

(c) Not accessing sites in the workplace that others might find objectionable.

(d) Not disclosing confidential Huu-ay-aht Government information.

Professional use of social media

4 (1) Employees will not post on social media on behalf of the Huu-ay-aht Government unless expressly authorized to do so by the Executive Director.

(2) If an employee needs to share information (i.e. event, meeting, notice, etc.) in relation to the Huu-ay-aht Government, they must provide the information to the Communications Department and request it be posted, following which employees may share the post to their personal or professional social media accounts.

(3) Employees should not respond in their professional capacity to posts about Huu-ay-aht Government matters from their personal accounts.

(4) If an employee comes across misinformation, news leaks, confidential information, or other questionable content regarding the Huu-ay-aht Government on social media, they should not respond, but instead bring it to the attention of senior management and the communications department, who may then respond through the Huu-ay-aht Government platform.

(5) If a Huu-ay-aht Government employee is contacted via social media by the media, the employee should direct the individual to Huu-ay-aht's Communications Manager who will connect them with Huu-ay-aht's Spokesperson.

Personal use of social media

5 (1) When addressing matters related to their work, the workplace, the Huu-ay-aht Government or the Huu-ay-aht administration on social media, employees should disclose their affiliation and state that their comments are being made in their personal capacity (i.e “in my personal opinion...”).

(2) Employees may publish content from their personal accounts to Huu-ay-aht First Nations social media sites (i.e. on the private Facebook group or by tagging Huu-ay-aht First Nations), provided that they comply with the requirements of this policy and Huu-ay-aht law and conduct themselves in professional manner that is consistent with the vision, values, and sacred principles of Huu-ay-aht.

Confidential information

6 As required by Huu-ay-aht law, employees must never disclose, including on social media, personal or confidential information obtained through their employment except as required in the performance of their duties.

Breaches of this policy

7 (1) Where an employee believes there is a breach of this policy by any employee, including themselves, the employee should immediately report the potential breach to their direct manager or director, and the Communications Department.

(2) Investigations of any breach of this policy will conducted in accordance with the Human Resources Policy.

(3) If an employee is unsure how to handle a situation, they should speak to their supervisor or the Human Resources Manager.

Policy review

8 This policy will be reviewed by May 31, 2026 and at least every five years thereafter.

References

The following legislation is relevant to this policy:

- *Code of Conduct and Conflict of Interest Act*, HFNA 4/2011
- *Freedom of Information and Protection of Privacy Act*, HFNA 2/2012
- *Human Resources Policy Regulation*, HFNR 9/2011