



# SOCIAL MEDIA POLICY

## Article I – Definitions

1. The following definitions apply to this policy:
  - a. **Page Admins** – the four MLSA executive members, the Marketing Committee Chair, and the Governance Coordinator control who is permitted to post.
  - b. **Hate speech and discrimination** – public speech that expresses hate or encourages violence towards an individual based on protected grounds.
  - c. **Harassment** – a form of discrimination, it includes any unwanted physical or verbal behaviour that offends or humiliates. Generally, harassment is a behaviour that persists over time. Serious one-time incidents can also sometimes be considered harassment.
  - d. **Bullying** – the use of force, coercion, or threat to abuse, aggressively dominate, or intimidate.
  - e. **Trolling** – as it relates to internet, trolling is the deliberate act (by a Troll – noun or adjective) of making random unsolicited and/or controversial comments on various internet forums with the intention of provoking an emotional knee-jerk reaction from unsuspecting readers to engage in a fight or argument.

## Article II – Posting Requirements

1. **What to post?**
  - a. The MLSA Robson Hall Facebook page is a place to post events and outreach related to Robson Hall, or events that foster community.
  - b. Examples:
    - i. Posts about MLSA committee events, student group or self-organized events for Robson Hall students to foster community, etc.
    - ii. If the parking person outside is ticketing
    - iii. If there is free food in the common room
2. **What not to post?**
  - a. General inquiries about Robson Hall
    - i. Instead, try messaging any member of the MLSA Executive, the appropriate committee or student group, or another student directly.

- ii. Examples:
  - a. Asking when the exam schedule is being posted.
  - b. Asking when an event is.
  - c. Asking when final marks will be uploaded.
- b. General comments about Robson Hall
  - i. The MLSA Robson Hall page is very busy and should be kept only for things that are really important.
    - a. Don't worry – nice and funny comments are appreciated, just keep them to the comment section in more necessary posts.
  - ii. Examples:
    - a. You're looking forward to an event.
    - b. You'd like to thank a committee or student group for something.
- c. Inquiries or posts about something personal and/or that has no relevancy to Robson Hall
  - i. This is what your personal Facebook page is for.
  - ii. Examples:
    - a. You're having a yard sale.
    - b. You're wondering about fun activities to try in Winnipeg.
- d. Posts, comments, or communications that could be construed as hate speech, discriminatory, harassment, and/or bullying
  - i. Communications such as this will not be tolerated on any MLSA or Robson Hall related social media groups.
  - ii. If identified, the Page Admins have sole discretion to delete the post or turn off comments, and the author of the post can be muted, blocked or removed by the Page Admins.
- e. Mass posting/commenting, "trolling", and any other communication that is not beneficial to discussion or the overall well-being of students such that is distressing –
  - i. Communications such as this are also discouraged and may be found to be harassment.

### **3. When to post?**

- a. Are you wanting to remind people about an event you're organizing?
  - i. Please keep these reminders to a minimum.
  - ii. While we recognize that law students are busy and may forget certain things, please limit the number of reminders you post.
- b. For events, please limit the reminders to the following:
  - i. One general announcement;
  - ii. One reminder the week of the event; and
  - iii. One reminder on the last day to buy tickets.

### **4. Where to post?**

- a. Less is more. Ask: who is this message relevant to?

- b. Is your message relevant to all of Robson Hall?
  - i. If yes, please refrain from posting in each of the individual years' pages AND the MLSA Robson Hall page.
  - ii. The more posts you make, the more likely it is that your notification will get lumped together with other posts made that day, making all of them less easily viewable – this is about courtesy to other posters as well as all students.
- c. Is your message relevant to only a specific group of students?
  - i. Streamline your messages and try to keep them tailored to specific (relevant) pages.
  - ii. Example: If your post is about an orientation event for 1Ls, post *only* in the Facebook group whose membership is limited to current 1L students.
- d. Individual student group pages
  - a. If you are hosting an event with your student group, post in the relevant page.
  - b. Post in your individual group page first.
  - c. If you wish to post in the MLSA Robson Hall page, do so by *sharing* your post from the original group page and invite the Robson Hall community to join your group – instead of simply re-posting the same message.
  - d. As an exception to the general rule found above, you may post one reminder for your student group's event in the MLSA Robson Hall page either the day of or one day before your event, to ensure maximum attendance and notifications.

### **Article III – Enforcement**

1. If you do not follow these rules and policies, the MLSA Executive will not accept your post. It isn't personal – it's about keeping the MLSA page useful and efficient.