

# IATSE 891 POLICY & PROCEDURE

## Media

<b>Title:</b>	IATSE 891 Media Policy (Social and Traditional Media)		
<b>Purpose:</b>	To maintain a professional, respectful, and appropriate use of social media that furthers our collective strategic mission, values and objectives		
<b>Responsible:</b>	All workers in IATSE 891's jurisdiction, including active members, non-members such as Permittee and Auxiliary workers, retired members, honourably withdrawn members, and all inactive members		
<b>Version History</b>			
<b>Version #:</b>	<b>Date:</b>	<b>Author:</b>	<b>Approved:</b>
1.0	Sep 9, 2023	Victory Square Law and BW	E-Board approved on October 4, 2023

### Preamble:

IATSE Union 891 (the "Union") is committed to the growth and development of the film and television industry in British Columbia, marketing our province as a premiere filming destination and improving the lives of its members. Social and traditional media are tools that can assist us in furthering these goals and can support the Union's mission and objectives. Accordingly, the Union encourages all workers in IATSE 891's jurisdiction, including active members, non-members such as Permittee and Auxiliary workers, retired members, honourably withdrawn members, and all inactive members ("IATSE Workers") to use various forms of social and traditional media to share useful and relevant information, to promote solidarity, and to engage in respectful discussion and debate.

*Scope and Definitions: The scope of this policy includes but is not limited to any traditional newspapers, TV and Radio media platforms. Furthermore, the policy includes but is not limited to any internet-based or app-based social media or chat group platforms. This policy includes postings made to open or closed groups, such as those intended to be read by only IATSE Workers. Examples of social media platforms include, but are not limited to, Facebook, YouTube, WhatsApp, Instagram, TikTok, Snapchat, Pinterest, Reddit, LinkedIn, Twitter, Meta Messenger, Telegram, Quora, Medium, WeChat, Viber, Kik, Signal.*

1. The Union encourages appropriate and respectful exchange of Union/work-related matters online or via traditional media.
2. IATSE Workers are always responsible for the content they post online and statements they make to and broadcast from media.
3. IATSE Workers must not disclose confidential Union matters, business, or personal information of others online or elsewhere. This includes, but is not limited to, collective bargaining (where that information has not been made public), grievances or investigations, labour relations matters, internal discipline or constitutional matters, and anything confidential discussed at Union meetings, including but not limited to General Membership meetings, special General

Membership meetings, Committee meetings, Department meetings, Executive Committee meetings, Townhall meetings, Board meetings, or any other confidential meeting.

4. IATSE Workers must not, without express permission, make statements online or elsewhere that claim or imply they speak on behalf of the Union. If a statement *could* be interpreted as having been made on behalf of the Union, the IATSE Member must include a disclaimer to the effect that the views expressed are the IATSE Member's alone and do not necessarily reflect the views of the Union. A failure to include such a disclaimer could result in charges, discipline, or other corrective measures.
5. IATSE Workers must not post or broadcast harassing, bullying, disparaging, discriminating or derogatory comments about other IATSE Workers and non-Workers Union staff, employees of any employer, or any other person connected to the workplace.
6. IATSE Workers must not post or broadcast statements or remarks which could reasonably be inferred as racist, sexist, homophobic or otherwise discriminatory in any forum.
7. IATSE Workers must not impersonate others online or elsewhere or post or broadcast words, images or other proprietary content they are not permitted to use.
8. IATSE Workers must not use the Union's bug, logo, likeness or in any way impersonate official communications of the Union without the express written consent of the Business Representative or President.
9. IATSE Workers are subject to community guidelines when engaging in Union moderated forums. The Union retains the sole discretion to assess and remove (without notice) content which infringes those guidelines, which includes but is not necessarily limited to material that:
  - is illegal or promotes, encourages or suggests illegal activity;
  - is threatening, or violent or promotes violence;
  - is obscene, profane, or vulgar;
  - is defamatory or libelous;
  - discloses personal information without consent;
  - is bigoted, hateful, insensitive, or intended to embarrass others;
  - abuses or infringes intellectual property rights or appears to do so;
  - includes solicitations, advertising, self-promotion, "trolling," spam or what appears to be spam;
  - includes confidential internal matters that would be more appropriately discussed in other correspondence or meetings;
  - attacks unions, individuals, companies or affiliated organizations;
  - engages in impersonation; or
  - represents unauthorized communication on the Union's behalf.

By participating in Union moderated forums, IATSE Workers understand they are subject to community guidelines at the discretion of the Union.

1. The Union may investigate alleged breaches of this policy. IATSE Workers who breach this policy may be subject to Union discipline in accordance with the Union's Bylaws.
2. The Union will strive to remove material that is posted in violation of the guidelines above once it comes to the Union's attention.

**Reminder:**

**Things IATSE Workers say or do online can damage reputations: yours, your Union's, your Employer's, the Industry's, or others. You are responsible for your online actions. If your actions are inappropriate or unlawful and related to your Union membership or industry employment, you may be disciplined, or other action may be pursued.**

**Both online and offline, Members must not act in a manner online which could form the basis of any charge set out in Article 9 of the Bylaws. This includes but is not necessarily limited to:**

- a. **Online behavior, which is a violation of any provision of the constitution or any rule or regulation promulgated by the General Executive Board, Executive Committee or International;**
- b. **Libeling, slandering, or in any other manner maligning fellow IATSE Members, officers or other Union staff members;**
- c. **Engaging in abusive or harassing behavior of fellow IATSE Members, officers, or other Union staff; or**
- d. **Engaging in activities that tend to bring the Union, IATSE Members or officers into disrepute or reflect upon the Union's good name, standing, and reputation.**