



Multicultural  
Council of  
Saskatchewan

*From Many Peoples Strength*

## External Social Media Policy

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Sask 

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# MCoS – External policy for Social Media

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# Multicultural Council of Saskatchewan (MCoS) External Policy for Social Media

\*\*This will be made available to the public on <http://mcos.ca/social> and linked to by all MCoS social media channels\*\*

## Social Media Participation Guidelines

MCoS' goal of participating in social media is to give our audiences the opportunity to engage with us and become champions and advocates of multiculturalism. We're here to listen and will work to ensure our channels are a place for you to get info that you need. We are currently active on Twitter, Facebook and LinkedIn.

We will do our best to ensure that our social media channels represent the [multicultural values](#) of respect for diversity, recognition and rejection of racism, intercultural connections and integration. Our social media channels are moderated by MCoS employees because we want to ensure that everyone stays on topic and that it's a meaningful conversation for everyone participating.

To help ensure that everyone has a meaningful, welcoming and inclusive experience on our social media channels, here are a few simple guidelines:

### Please be respectful and friendly

We understand that sometimes you may have concerns or issues, but please ensure that you keep things polite and considerate. We'll do our best to ensure you get the information that you need.

This includes avoiding profanity and obscenity. You're welcome to post about concerns or problems that you may have, but please use language that is acceptable for everyone.

Please note that we will remove posts that are attacks, misinformation, unsupported allegations and any posts that reference violence, racism, hatred or bigotry towards others. Users who continually disregard our guidelines will be warned and banned from our channels if we can't work through things, or if there's no alternative.

### Consider your privacy

MCoS takes privacy and security very seriously. We ask that you do not share personal information (such as your address, account number or other personal details) with us through social media. We ask that you email us instead.

We'll remove posts that include personal information to protect customer privacy, but with any online service, people should exercise their judgment about the kind of information they share.



## **MCoS Availability**

Our channels are monitored during regular business hours, 9:00 a.m. - 4:30 p.m., Monday through Friday (excluding statutory holidays).

## **Terms of Use: Twitter**

MCoS uses Twitter as one way to communicate with our audiences and stakeholders. Our use of Twitter is intended to support communication between us and other Twitter users. These terms of use describe how we will communicate with through Twitter.

### **Content**

If you follow @MC\_o\_S on Twitter, you can expect be tweets covering some or all of the following subjects:

1. Trends, issues, and statistics related to multiculturalism
2. Updates, announcements and events from MCoS and its members
3. Sharing content from other sources
4. Discussions, forums, and debates
5. Contests, surveys, and polls

MCoS' decision to follow a particular Twitter user does not imply endorsement of any kind. We follow accounts on Twitter that we believe are relevant to our mandate.

### **Followers**

The appearance of a Twitter user as a follower of the MCoS Twitter account does not imply endorsement. We welcome feedback and ideas that are constructive and relevant to a topic. Disagreements and constructive arguments are acceptable as part of the discussion. However, abusive or insulting comments are not acceptable. We expect the content of tweeted material to be respectful of others.

We disclaim all liability for content posted to LinkedIn. However, we will moderate posts and reserve the right to remove or block a follower when that follower posts material that is not appropriate, including any of the following:

- a) Material that is contrary to the principles of the [Canadian Charter of Rights and Freedoms](#)
- b) Racist, hateful, sexist, homophobic, slanderous, insulting or life-threatening messages
- c) Serious, unproven, unsupported, or inaccurate accusations against individuals or organizations
- d) Abusive, aggressive, coarse, vulgar, violent, obscene or pornographic comments;
- e) Messages that encourage or suggest illegal activity
- f) Messages that infringe copyright or other intellectual property rights
  
- g) Solicitations, advertisements or endorsements by or of any financial, commercial or non-governmental entity
- h) Attempts to defame MCoS
- i) Comments not sent by the author and/or posted by anonymous or robot accounts
- j) Repetitive posts copied and pasted by multiple users
- k) Unintelligible or irrelevant messages



- l) Messages that are off-topic and any other message that the MCoS employees feel will not add to the flow of discussion
- m) Messages that infringe upon an individual's privacy

Anyone acting contrary to the terms may be blocked from posting to our Twitter account. If you have questions about our policy on comments or how we apply it, please contact our social media team at [communications@mcos.ca](mailto:communications@mcos.ca).

If you feel someone has violated Twitter's [terms of service](#), report the problem by contacting the [Twitter Trust and Safety team](#).

### **Retweets**

Tweets that we retweet do not imply endorsement on our part. We may retweet news and links that we believe are relevant to the work we do in the multicultural sector and/or of interest to our followers.

### **@replies and Direct Messages**

We will read all @replies and Direct Messages sent to us. However, we may not be able to respond to all individual messages. To get more information about MCoS' programs and services, visit our [website](#).

### **Privacy**

MCoS' account @MC\_o\_S is hosted by Twitter and is outside of the control of MCoS. That hosting may be outside of Canada, and those tweets are subject to the laws of other countries. We encourage you to read Twitter's [Terms of Service](#), [Rules](#) and [Privacy Policy](#).

We respect personal information as required by Saskatchewan's [Freedom of Information and Protection of Privacy Act](#). Also, we ask followers to respect the personal privacy of others. However, we cannot guarantee that all users will comply, and we cannot be held accountable for personal information tweeted by participants. We will remove or block followers who tweet the personal information of others.

You participate at your own risk, taking personal responsibility for your tweets, your username and any information you provide. To protect your privacy and the privacy of others, please do not include things such as telephone numbers, email addresses, account numbers, other personal identifiers or personal information.

MCoS does not ask for personal or confidential information of any kind from customers through social media tools such as Twitter - we will ask you to email us.

### **Links to other web sites**

Links to web sites not under the control of MCoS are provided only for the convenience of users. We are not responsible for the accuracy, currency, or reliability of the content of other sites. We are not responsible for the information found through these links, nor do we endorse the sites or their content.



### **MCoS Staff Using Twitter**

Some MCoS employees tweet outside of work hours and/or in their personal capacity under their own names or pseudonyms. Despite their professional affiliation with MCoS, the tweets of employees in their personal capacity do not represent the official position of MCoS. Such tweets should be considered as those of private citizens. As such, MCoS shall not be liable or responsible for any of these tweets.

### **Terms of Use: Facebook**

MCoS uses [Facebook](#) as one way to communicate with our audiences and stakeholders. Our use of Facebook is intended to support communication between us and other Facebook users. These terms of use describe how we will communicate with through Facebook.

#### **Content**

If you “Like” MCoS on Facebook, you can expect posts covering some or all of the following subjects:

1. Trends, issues, and statistics related to multiculturalism
2. Updates, announcements and events from MCoS and its members
3. Sharing content from other sources
4. Discussions, forums, and debates
5. Contests, surveys, and polls

MCoS’ decision to follow a particular Facebook account does not imply endorsement of any kind. We follow accounts on Facebook that we believe are relevant to our mandate.

#### **Followers**

The appearance of a Facebook user as a follower of the MCoS Facebook account does not imply endorsement. We welcome feedback and ideas that are constructive and relevant to a topic. Disagreements and constructive arguments are acceptable as part of the discussion. However, abusive or insulting comments are not acceptable. We expect the content of posted material to be respectful of others.

We disclaim all liability for content posted to LinkedIn. However, we will moderate posts and reserve the right to remove or block a follower when that follower posts material that is not appropriate, including any of the following:

- a) Material that is contrary to the principles of the [Canadian Charter of Rights and Freedoms](#)
- b) Racist, hateful, sexist, homophobic, slanderous, insulting or life-threatening messages
- c) Serious, unproven, unsupported, or inaccurate accusations against individuals or organizations
- d) Abusive, aggressive, coarse, vulgar, violent, obscene or pornographic comments;
- e) Messages that encourage or suggest illegal activity
- f) Messages that infringe copyright or other intellectual property rights
- g) Solicitations, advertisements or endorsements by or of any financial, commercial or non-governmental entity
- h) Attempts to defame MCoS
- i) Comments not sent by the author and/or posted by anonymous or robot accounts



- j) Repetitive posts copied and pasted by multiple users
- k) Unintelligible or irrelevant messages
- l) Messages that are off-topic and any other message that the MCoS employees feel will not add to the flow of discussion
- m) Messages that infringe upon an individual's privacy

Anyone acting contrary to the terms may be blocked from posting to our Facebook account. If you have questions about our policy on comments or how we apply it, please contact our social media team at [communications@mcos.ca](mailto:communications@mcos.ca).

If you feel someone has violated Facebook's [Terms of Service](#), report the problem by visiting the [Facebook reporting page](#) and following the instructions for reporting your particular problem.

### **Reposts or Sharing**

Posts that we repost/share do not imply endorsement on our part. We may share news and links that we believe are relevant to the work we do and/or of interest to our followers.

### **Mentions and Direct Messages**

We will read all mentions and Direct Messages sent to us. However, we may not be able to respond to all individual messages. To get more information about MCoS' programs and services, visit our [website](#).

### **Privacy**

MCoS' account is hosted by Facebook and is outside of the control of MCoS. That hosting may be outside of Canada, and those posts are subject to the laws of other countries. We encourage you to read Facebook's [Terms of Service](#), [Community Standards](#), and [Privacy Policy](#).

We respect personal information as required by Saskatchewan's [Freedom of Information and Protection of Privacy Act](#). Also, we ask followers to respect the personal privacy of others. However, we cannot guarantee that all users will comply, and we cannot be held accountable for personal information posted by participants. We will remove or block followers who post the personal information of others.

You participate at your own risk, taking personal responsibility for your posts, your profile and any information you provide. To protect your privacy and the privacy of others, please do not include things such as telephone numbers, email addresses, account numbers, other personal identifiers or personal information.

MCoS does not ask for personal or confidential information of any kind from customers through social media tools such as Facebook - we will ask you to email us.



### **Links to other web sites**

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### **MCoS Staff Using Facebook**

Some MCoS employees post content outside of work hours and/or in their personal capacity under their own names or pseudonyms. Despite their professional affiliation with MCoS, the posts of employees in their personal capacity do not represent the official position of MCoS. Such posts should be considered as those of private citizens. As such, MCoS shall not be liable or responsible for any of these posts.

### **Terms of Use: LinkedIn**

MCoS uses a [LinkedIn](#) company page as one way to communicate with our audiences and stakeholders. Our use of our LinkedIn company page is intended to support communication between us and other LinkedIn users. These terms of use describe how we will communicate with through LinkedIn.

### **Content**

If you “follow” MCoS on our LinkedIn company page, you can expect posts covering some or all of the following subjects:

1. Trends, issues, and statistics related to multiculturalism
2. Updates, announcements and events of MCoS and its members
3. Sharing content from other sources
4. Discussions, forums, and debates
5. Contests, surveys, and polls

### **Followers**

The appearance of a LinkedIn user as a follower of the MCoS LinkedIn company page does not imply endorsement. We welcome feedback and ideas that are constructive and relevant to a topic. Disagreements and constructive arguments are acceptable as part of the discussion. However, abusive or insulting comments are not acceptable. We expect the content of posted material to be respectful of others.

We disclaim all liability for content posted to LinkedIn. However, we will moderate posts and reserve the right to remove or block a follower when that follower posts material that is not appropriate, including any of the following:

- a) Material that is contrary to the principles of the [Canadian Charter of Rights and Freedoms](#)
- b) Racist, hateful, sexist, homophobic, slanderous, insulting or life-threatening messages
- c) Serious, unproven, unsupported, or inaccurate accusations against individuals or organizations
- d) Abusive, aggressive, coarse, vulgar, violent, obscene or pornographic comments;
- e) Messages that encourage or suggest illegal activity
- f) Messages that infringe copyright or other intellectual property rights





- g) Solicitations, advertisements or endorsements by or of any financial, commercial or non-governmental entity
- h) Attempts to defame MCoS
- i) Comments not sent by the author and/or posted by anonymous or robot accounts
- j) Repetitive posts copied and pasted by multiple users
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- l) Messages that are off-topic and any other message that the MCoS employees feel will not add to the flow of discussion
- m) Messages that infringe upon an individual's privacy

Anyone acting contrary to the terms may be reported and blocked from our LinkedIn company page. If you have questions about our policy on comments or how we apply it, please contact our social media team at [communications@mcos.ca](mailto:communications@mcos.ca).

If you feel someone has violated LinkedIn's [Terms of Service](#), report the problem by visiting the [LinkedIn reporting page](#) and following the instructions for reporting your particular problem.

### **Reposts or Sharing**

Posts that we share do not imply endorsement on our part. We may share announcements, stories, news and links that we believe are relevant to the work we do and/or of interest to our followers.

### **Mentions and Comments**

We will read all mentions and comments. However, we may not be able to respond to all individual messages. To get more information about MCoS' programs and services, visit our [website](#).

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## **Connect with MCoS**

[Facebook](#)

[LinkedIn](#)

[Twitter](#)

#MulticulturalSuperhero | #MarchOutRacism | #WelcomeHome150