



## **513 Squadron Social Media Policy**

513 Squadron encourages its team members to be champions on behalf of the Squadron and the Canadian Cadet Organization. As the online landscape continues to mature, the opportunities for Cadets to communicate with each other and the world are evolving. While social media creates new opportunities for personal expression, it also creates new responsibilities.

As a 513 Squadron member, you are viewed by our community as a representative of 513 Squadron and the Canadian Cadet Organization. Whether or not you specifically reference or discuss your activities at 513, your participation on social media platforms is a reflection on the 513 Squadron and the Canadian Cadet Organization.

Since the term *social media* is used several different ways, we want to make sure you understand what we mean when we say *social media*. Social media is any tool or service that facilitates conversations over the internet. Social media applies not only to traditional big names, such as Microsoft Teams, Facebook, Twitter, TikTok, and WeChat, but also applies to other platforms you may use that include user conversations, which you may not think of as social media. Platforms such as, YouTube, Flickr, blogs and wikis are all part of social media.

Finally, even though this policy is written so it is easy to understand and conversational in tone, it is an actual policy. If this policy is not adhered to or you do not follow the principles laid out below when engaging in social media, you may face consequences as serious as termination of membership with 513 Squadron. Nobody wants that to happen though, so read over this policy and make sure you understand it.

513 Squadron has four social media principles that you should know before engaging in any type of online conversation. If you have any questions about these principles, this policy, or social media in general, please contact the Commanding Officer (CO) or Deputy Commanding Officer (DCO).

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### **Be Nice, Have Fun, and Connect**

Social media is a place to have conversations and build connections, whether you are doing it for 513 or for yourself. The connections you will make on social media will be much more rewarding if you remember to have conversations rather than push agendas. Social media is great tool you can use to build our brand, just be sure you do it the right way.

### **Be Transparent and Disclose**

When you talk about 513, or Cadets on social media, you should disclose that you are a Cadet. Your friends may know that you are a Cadet, but their network of friends and colleagues may not, and you do not want to accidentally mislead someone.

## **Be Responsible**

Make sure you are engaging in social media conversations the right way. If you are not an authority on a subject, direct them to the expert rather than responding yourself. Do not speak on behalf of 513 and the Canadian Cadet Organization and be sure your audience knows that. If you see something being shared related to 513 or the Canadian Cadet Organization on a social media platform that should not be happening, immediately inform the CO or DCO.

Always remember that anything posted in social media can go viral, no matter what your privacy settings may be, so be sure you are only posting content you would feel comfortable showing up in your CO, parents', Cadet and school friends inbox, your Twitter feed, or the front page of a major news site. You must avoid posting any prohibited media or hatred in our Squadron or on any associated social media feeds. Although not an exclusive list, some specific examples of prohibited social media conduct include posting commentary, content, or images that might contain any type of bigotry, prejudice, misogyny, explicit material, harassing, libelous, defamatory content or anything that can create a hostile environment. If you encounter a situation while using social media that threatens to become antagonistic, you should disengage from the dialogue in a polite manner and seek the advice of an officer supervisor.

Cadets should get appropriate permission before you refer to or post images of current or former members. Additionally, Cadets should get appropriate permission to use a third party's copyrights, copyrighted material, trademarks, service marks or other intellectual property. Your post may be shared with others and archived even if you delete it later. Even if you put something in your bio about your content being just our own that may not stop someone else online from complaining about your activity and noting that you are a Cadet at 513 Squadron.

## **Follow the Law, Follow the Code of Conduct**

Social media allows you to communicate incredibly fast and have your message go viral in seconds. This makes it difficult to fix an inaccurate message once you have shared it. The best thing to do is double check all content before you share it, both for accuracy and to make sure it fits into 513's overall social media strategy, our Code of Conduct, and the platform you are using (such as terms of service for the site upon which you are sharing).

One of 513's core values is integrity, and that applies to social media as well. 513 team members hold ourselves to high ethical standards, and that applies to social media just like everything else you do as a Cadet.



Captain A. Han  
CO, 513 Hornet RCACS



## **513 Squadron Social Media Policy**

### **The 10 Big Easy Rules:**

1. Be honest about who you are;
2. Make it clear that the views expressed are yours;
3. You speak for yourself, but your actions represent those of 513 Squadron and Canadian Cadet Organization:
4. When you are online, you are representing 513 Squadron and Canadian Cadet Organization, all our Cadets and our values. There is no room for bigotry, prejudice, misogyny, or hatred in our organizations or on associated social media feeds/posts;
5. Use your common sense;
6. Play nice, no posts that may be prohibited;
7. The Internet is a public space;
8. The Internet remembers (i.e., "what is posted on the Internet ... stays on the Internet.");
9. An official response may be needed to a question;
10. Respect the privacy of offline conversations.

*~ Above all, when in doubt, ask ~*

### **CERTIFICATION**

I understand and agree to abide by 513 Squadron Social Media Policy.

NAME: \_\_\_\_\_

SIGNATURE: \_\_\_\_\_

DATE: \_\_\_\_\_