



Social Media Policy

Adopted by the Karma Co-op Board at the July 5, 2017 Board of Directors Meeting

This policy refers to Karma Co-op's social media platforms including but not limited to the following:

- Twitter (@KarmaCoop)
- Facebook (@Karma.Coop)
- Instagram (@karmacooptoronto)
- YouTube (karmatoronto)

Account Administrators

For the purposes of review, removal of content, declarations, and breaches of confidence the account administrator will be asked to review situations on a case by case basis.

The account administrators for Karma Co-op's social media platforms are as follows:

- General Manager of Karma Co-op
- President of Karma Co-op Board
- Vice-President of Karma Co-op Board

Public Content

Any user of Karma Co-op's ("The Co-op") social media platforms must understand that any post made in The Co-op's name becomes public as soon as it is posted.

Only users with pre-authorized access are allowed to use The Co-op's public facing social media tools. They are to understand that any post represents The Co-op itself, its members, and its core values.

Confidentiality

Personal details of The Co-op and its members must be kept private and confidential. This includes but is not limited to contact information, banking/financial information or any personal details deemed in violation of an individual's rights by the account administrators.

When the situation applies, The Co-op must seek the direct permission of individuals before using their image, voice or work in any of their public facing social media.

Abuse of Privilege

Any user of The Co-op's social media tools, or any person who posts on behalf of The Co-op must not make comments which are:

- Abusive, threatening, or verbal/physical harassment of others
- Violent, offensive or vulgar towards others
- Hateful to any group of minority, religion, nationality, gender, sexual orientation or political belief
- Deceptive, misleading or unlawful
- Link baiting or linked to viruses

Advertising and Declarations of Support

Posting a declaration of support for a product, group or event using The Co-op's platform is encouraged, but:

1. Such postings must be relevant to The Co-op. Postings found to be in conflict with any of The Co-op's guiding principles will be removed. And,
2. The content of such postings must be vetted in advance by the account administrators and, where feasible, The Co-op's Board of Directors.

Removal of content

If any user, individual or group is found to have breached any of the above social media policies, the account administrators will attempt to remediate the situation by taking the following steps:

1. Resolve the issue directly with any parties affected by the violation;
2. Delete or remove the content from the relevant platform. If this step is taken, the account administrators, on behalf of the Co-op, will explain its decision with direct reference to the infraction in our guidelines; and
3. If any individual or group commits repeated violations, that individual or group will be banned from using The Co-op's platforms permanently.