



Employee Social Media Policy

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EMPLOYEE SOCIAL MEDIA POLICY

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Policy

Nipissing First Nation (“NFN”) recognizes that employees may use personal social media. While NFN respects employees’ right to self-expression, personal use of social media must not compromise confidentiality, conflict of interest obligations, professional conduct, or NFN’s reputation.

Purpose

The purpose of this policy is to:

- a) Establish clear expectations for employee use of personal social media.
- b) Protect NFN’s confidentiality, integrity, and community reputation.
- c) Ensure alignment with related NFN policies, including the Code of Ethics and Conduct, Confidentiality, Conflict of Interest, and Workplace Violence and Harassment policies.

Scope

This policy applies to all NFN employees, volunteers, students, contractors, Council members acting in an employment capacity, and any individual with access to NFN information.

This policy governs the use of personal social media accounts whenever the above:

- a) Discusses NFN business, programs, members, or staff.
- b) Posts content that could reasonably be linked back to NFN.

Official NFN social media accounts, branding, and digital communications governance are addressed separately.

Definitions

“Social Media” includes, but is not limited to: Facebook, Instagram, TikTok, SnapChat, Reddit, Discord, X/Twitter, LinkedIn, YouTube, blogs, forums, and messaging apps used in a public or semi-public manner.

“Confidential Information” includes but not limited to personal information about members or staff, financial data, internal deliberations, Council or legal matters, and any other non-public information obtained through employment at NFN.

Employee Responsibilities

Employees shall not:

- a) Disclose Confidential Information as defined within the definitions.
- b) Post content that is discriminatory, harassing, defamatory, or otherwise inconsistent with NFN’s Code of Ethics and Conduct or Workplace Violence and Harassment Policy.
- c) Use NFN logos, branding, or images of NFN property, programs, or events without prior authorization.



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- d) Share content that could create a real or perceived conflict of interest (see Conflict of Interest Policy).
- e) Represent or imply that personal views are those of NFN.

Employees should:

- a) Maintain a professional and respectful tone when referencing NFN.
- b) Use disclaimers when identifying themselves as NFN employees (e.g., “opinions expressed are my own”).
- c) Be mindful of cultural sensitivity and appropriation to avoid inappropriate sharing of community traditions, ceremonies, or protocols.
- d) Report inappropriate social media activity that targets NFN, staff, or members to Human Resources.
- e) Ensure personal use of social media does not interfere with work duties or productivity.

Council and Organizational Direction

- a) Employees shall not post, endorse, or share comments, petitions, or opinions on personal social media that oppose or undermine the official direction or decisions of Chief and Council.
- b) Employees shall not present personal views in a manner that could reasonably be interpreted as representing NFN or its leadership.
- c) Employees shall not use social media to campaign for, organize, support, or promote positions contrary to Council resolutions, policies, or strategic decisions.
- d) Employees may hold personal opinions but must not express them in ways that conflict with their role as NFN representatives, including signing or promoting petitions or campaigns that contradict Council direction. On social media or in public forums, employees must not undermine Council decisions, conflict with professional obligations, or harm NFN’s reputation.

Administrative Management

Acknowledgment of Policy

Employees must acknowledge this policy upon hire and when updated, through the NFN Policy Acknowledgment process.

Compliance

Violations of this policy may result in corrective or disciplinary action up to and including termination of employment.

Where applicable, violations may also result in legal action.

Rights and Limitations

NFN respects employees’ rights to freedom of thought, belief, and personal opinion. Employees are free to hold and express their personal opinions privately.



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This limitation is consistent with the duty of loyalty and professional conduct expected of all public-sector employees.

Alignment with the Canada Labour Code

This policy supports NFN's obligations under the Canada Labour Code by reinforcing fair conduct, confidentiality, and respectful workplace practices.

Review and Updates

This policy will be reviewed periodically and updated to reflect changes in legislation or organizational practices.