

UC-AFT Policy on Social Media Use
October 17, 2020
DRAFT FOR CONSIDERATION

Social media platforms are powerful tools for communicating and organizing. This policy is intended to coordinate expectations for social media use across our union.

- Official UC-AFT accounts should clearly identify UC-AFT in their name, handle, and/or bio.
- Because we value a range of voices and perspectives in our leadership, we authorize a plurality of accounts for UC-AFT, individual campuses, bargaining units, and caucuses.
- In order to promote solidarity and communicate with consistency, administrators of official UC-AFT accounts should be actively involved with UC-AFT leadership and governance or employees of UC-AFT.
- Posts should focus on union business and interests, broadly construed to include matters of social justice. Social media administrators may use their judgment in expressing support for or opposition to labor, education, and equity issues.
- Support for electoral candidates and ballot propositions should be expressed in accordance with endorsements made by UC-AFT governing bodies.
- The Executive Director will maintain a roster of UC-AFT social media administrators for systemwide accounts. Field representatives will maintain a roster of UC-AFT social media administrators on their campus(es) and records of user names and passwords.
- From a legal perspective, official UC-AFT accounts speak for and represent our entire union, even when they are identified with a single campus. Social media administrators should curate accounts with this in mind, and posts on official UC-AFT accounts should not expose our union to liability.
- Patterns of posts that are irrelevant to union business or detrimental to union interests should be discussed with the social media administrator by the campus president/chair or UC-AFT president. Exposure to liability or continued irrelevant or detrimental content may be grounds for loss of account credentials.