Social Media Principles

Some newspapers have very lengthy and detailed social media policies. Others like Ballantine Communications Inc. recognize that Social media platforms span personal and professional engagement and the scenarios for use and interaction are incredibly broad in scope. For these reasons BCI has the expectation that staff members follow these basic social media principles.

- Always treat Twitter, Facebook and other social media platforms as public activities. Regardless of your privacy controls or the size of your follower list, anything you post online can easily be shared with a wider audience.

- As a Ballantine Communications Inc. employee, your online behavior should be appropriate for a BCI employee. Readers will inevitably associate anything you post on social media with BCI, so nothing should be posted that will impact the credibility of yourself or the company.

  - Below are a few common sense examples.

    - Exercise discretion when posting political, religious or cultural views and do not publish any information considered to be proprietary or confidential to BCI.

    - If commenting on matters that involve BCI, be transparent in your association with BCI.

    - Do not post discriminatory, harassing or threatening remarks.

    - Respect copyright and do not post any content protected by other individuals or organizations.