



SOCIAL MEDIA

This policy applies to any online conversation, whether public, or in an internal LLLC space, in which a Leader's affiliation with LLLC is clear. This means when a Leader is presenting themselves as a Leader, such as by stating they are a Leader, using an LLLC logo, or by identifying themselves as a Leader on their social media profile. It is not intended to apply to consensual private conversations.

In this policy:

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1. GUIDELINES FOR LEADERS ON FACEBOOK AND INSTAGRAM

If you identify yourself as a Leader when posting on any social media platform please observe the following points (Please note: FB and IG are the only approved platforms for LLLC Groups).

Respectful Communication:

Material or comments that are obscene, defamatory, threatening, harassing, discriminatory, or hateful to another person or entity, including LLLC, volunteers, employees, contractors, partners or competitors, are not permitted. See *LLLC Leader Code of Conduct*.

Please bear in mind that not all LLLC Board Directors and employees use social media, or don't use it frequently, and questions, concerns and suggestions you want the Board and National Office to see should be emailed to board@lllc.ca or office@lllc.ca, respectively.

Respect Others' Privacy:

Only share discussions and/or screenshots if you have explicit consent to do so, regardless of whether or not they contain identifying information. Do not disclose other people's personal information, including identifiable details about individuals.

Make Your Role Clear:

When identified as an LLLC Leader in a public space, do not promote personal opinions or interests.

Presenting Information About LLLC:

Ensure that any information you provide about LLLC products and services is factually accurate, current and is not confidential. You may promote LLL/LLLC products using the name of LLL/LLLC.

Leaders comply with the LLLC Code of Conduct, section 5.3: “LLLC Leaders do not promote their own or anyone else’s personal, volunteer, commercial, or professional activities from their Leader platform.” Leaders may thank those who provide free space for meetings but may not otherwise promote these businesses or organizations. Leaders may share posts from others on social media as long as the posts share accurate information about breastfeeding, and do not breach the LLLC Code of Conduct (see especially section section 4, *International Code*. Posts must not contravene the WHO Code and must not promote WHO Code violators. Questions about WHO Code violators can be sent to board@lllc.ca .)

Commenting on LLLC Policy:

Show care with posting or commenting on policy, guideline-related, or current affairs topics directly relating to actions/statements/stances of LLLC. Positive comments are helpful to LLLC. However, negative or inflammatory posts are not. They draw negative attention to LLLC. Redirect those comments to your LLLC Area Coordinator of Leaders (ACL), Administrator of Leaders (AL), LLLC National Office and/or the LLLC Board.

Promoting LLLC:

Leaders are encouraged to help promote LLLC, LLLI, LLL on Facebook and Instagram by linking, sharing, commenting, and/or liking any LLLC posts on social media. Share/comment on, positive public LLLC communications/news releases/developments.

Respect Copyright and Intellectual Property:

Respect copyright, privacy, financial disclosure and other applicable laws. Respect intellectual property rights of published materials and get written permission from the author or owner before using them. Post images you have obtained through your LLL work or role only after explicit, signed consent has been received. (For more information see below: 4. Instructions - Posting Guidelines.)

2. PERSONAL SOCIAL MEDIA USE FOR LEADERS

If you state that you are involved with La Leche League Canada in your Facebook profile, please be mindful when offering your personal perspective on a matter related to LLLC, LLL or LLLI that your commentary and opinion does not cause damage to the organization.

Do not use the LLLC name or logo, or any other LLLC images, to promote your personal blog, group or business.

It is understood that Leaders may use the same profile for personal use and their LLL role. Avoid “mixing causes” with your profile picture, cover picture, and any frames. Consider creating a second profile to use in your work as a Leader to avoid mixing causes.

3. RECOMMENDED GROUP GUIDELINES FOR LLLC FACEBOOK GROUPS

Respectful Communication:

Comments that are obscene, defamatory, threatening, harassing, discriminatory, or hateful to another person or entity, are not permitted.

We recognize that we have all arrived at this group with different personal histories. We believe conflict is a part of being in community and when handled well can bring us closer together. Listening provides an opportunity to learn.

You are the expert on your own family. You may hear experiences that are different from your own. Please just take what you find useful and leave the rest behind.

Confidentiality:

Do not share the personal information of members of the group. Do not share discussions and/or take screenshots of conversations.

Unacceptable Posts or Comments:

- The International Code of Marketing of Breast-Milk Substitutes (WHO Code) aims to protect babies from the predatory marketing by companies of products that undermine breastfeeding. LLLC is committed to upholding the WHO Code. Please do not recommend specific brands of formula, bottles and/or pacifiers by name. We may delete posts that link to content from non Code-compliant companies.
<https://www.llli.org/about/international-who-code/>
- No advertising of businesses or products, either one’s own or those of others. It is acceptable to say “thank you” to the business or agency offering space for meetings. “Thank you” is not the same as advertising.
- No medical advice. We should all speak with our own health professionals for medical advice. Please don’t offer medical advice here even if you are a professional. If you feel someone is posting misinformation that is potentially harmful, please report the post.
- No advertising of sleep training methods or businesses. LLLC supports a 'Loving Guidance' parenting philosophy: *“From infancy on, children need loving guidance which reflects acceptance of their capabilities and sensitivity to their feelings.”* La Leche League supports parents in finding gentle sleep solutions, and does not endorse sleep training, as it can negatively affect the breastfeeding relationship.

- No offering second hand pumps. It is important to know that most breast pumps are designed for a single user. Milk can flow backwards into the pump mechanism and cause contamination. For this reason, sharing or borrowing single user pumps is not recommended.

New members will be asked to agree to these guidelines before being added to the group.

4. INSTRUCTIONS FOR LEADERS MANAGING LLLC GROUP SOCIAL MEDIA PAGES

Creating an LLLC Group Facebook Page:

New LLLC Group/Page will be created by the National Office. Please contact the National Office at office@lllc.ca.

For **already established** Facebook Pages, please amend the Facebook Group name to include the name “La Leche League Canada” or “LLLC”. Some options to consider:

- LLLC - Group Name
- La Leche League Canada - Group Name
- LLLC - Breastfeeding Support City/Town Name
- LLLC - City/Town Name Breastfeeding Café (or Group or Support)
- City/Town Name Breastfeeding Support - La Leche League Canada
- City/Town Name Breastfeeding Support - LLLC

Starting an LLLC Group Instagram Account:

All LLLC Instagram pages should be created using either the Leader’s lllc.ca email address or Group LLLC.ca email.

Admin requirements:

All LLLC FB Groups and pages should have more than one Admin, one of which is LLLC National Office. This ensures that Groups can be maintained when a Leader retires. Please contact office@lllc.ca to add National Office as an Admin of your Group. LLLC National Office will not respond to posts unless the local Admins fail to respond to posts that breach this policy within a timely manner. The LLLC National Office will attempt to contact the local Admins by email before responding to the post.

Using Canva:

Many Leaders find using the free website (or App) Canva helpful in content creation. Content containing the LLLC logo and name must conform to the *LLLC Brand Guidelines*.

Sharing Content:

We encourage you to post content created by LLLC. It can be found on the LLLC National Instagram Page and the LLLC National Facebook page. LLLC Information Sheets found on our website have graphics at the top of each page that can be shared. You can copy the portion of

the Information Sheet you want to highlight and use it as the text for the post. There are many ways to share LLLC content. If you need support, please reach out to office@lllc.ca. We encourage you to also post content from LLLI, LLLUSA, LLLAlliance, LLLGB and any other LLL entity.

If you are sharing from anyone or any other organization other than an LLL entity, please ensure all posts are reliable, reputable, accurate and align with LLL Philosophy.

Mixing Causes:

Leaders and parents do not promote their businesses on LLLC Group pages. A person who is admitted to the Facebook Group must not have a business title or reference to business in their name (and should be removed if they choose to change the appearance of their name on their social media account).

Discussions and posts should be focussed on breastfeeding, human milk feeding, and parenting support. It is important to avoid discussions about circumcision, vaccination, political issues and other non-breastfeeding related subjects.

WHO Code Compliance:

The International Code of Marketing of Breast-Milk Substitutes (WHO Code) aims to protect babies from the predatory marketing by companies of products that undermine breastfeeding. Please do not recommend specific brands of formula, bottles and/or pacifiers by name. Verify all posts shared and created are WHO Code compliant. If you have questions, office@lllc.ca <https://www.llli.org/about/international-who-code/>

Responding to Comments on Posts:

If a comment breaches any guidelines or rules of the Group, the Admin can delete and message the individual for any reason. Please respond with empathy. Verify any information shared is accurate. Remember tone and intention can be lost on social media. Please be clear with your language. If you are unsure about the content of a post and require assistance, please contact National Office at office@lllc.ca .

Posting Guidelines:

When posting to social media on behalf of your Group please:

- Follow the *LLLC Branding Guidelines* for colours, logo use, font, etc
- Use appropriate language (no vulgar words), offensive content.
- Use a variety of terms to represent families we support (see *Language in LLLC Publications*)
- Ensure your Group has the explicit permission to use any photos. Photos must be either a) stock photos purchased by LLLC, b) photos owned by LLLC for which we have a signed consent form (<https://www.lllc.ca/form/photo-release-form>) or c) personal photos owned by the Leader who is posting.
- Photos must exhibit good latch and positioning and safe babywearing and sleeping.
- Photos should reflect the diversity of families we support.

- Only share discussions and/or screenshots if you have explicit consent to do so, regardless of whether or not they contain identifying information. Do not disclose other people's personal information, including identifiable details about individuals.
- Medical information. LLLC are not medical professionals. Do not post medical advice. Leaders may share information and should regularly encourage members to consult with their healthcare providers for more information.

Response Time expectations

Posts, questions and private messages should be responded to within a timely manner.

Record keeping:

Private message conversations may be kept as a form of Leader Log (see *LLLC Keeping Records*). These can be copied and pasted into a Word doc or PDF and stored securely. They should be kept for three years and then securely destroyed.

5. INSURANCE AND LEGAL IMPLICATIONS

Failing to adhere to this policy could have severe consequences for LLLC, especially in terms of reputation and potential legal liability. This policy does not supplant any possible legal requirements in Canada, or the Terms of Use of the social media platform being used.

(January 2023)