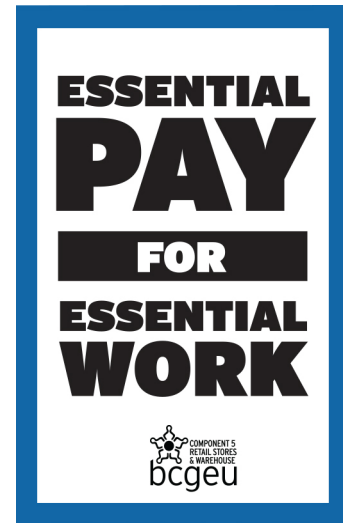


## RECOMMENDATIONS FOR MEMBERS:

### Social Media Use During BCGEU Component 5 “Essential Pay” Campaign

When engaging in the BCGEU Component 5 campaign for essential pay on social media, the BCGEU recommends that members:

- Stick closely to the campaign messaging as used on the campaign website: <https://bcldb.bcgau.ca/>
- Any statement you publish should be grounded in facts that you have reasonably investigated prior to making the statement.
- Avoid publishing statements that address active grievance issues – doing so runs the risk of triggering the deviation language in the Master Agreement which would result in abandonment of the grievance.
- Statements that are critical of Government policy – such as the failure to provide essential pay – are okay, so long as they do not damage your ability to perform your duties effectively or the public perception of your ability to perform those duties.
  - For example, social media may not be the best forum for a statement that suggests that it is unsafe for members of the public to access LDB services. If you do experience this kind of issue, we encourage you to seek advice from your steward, your Occupational Health & Safety representative, or a union staff representative.
- Avoid statements that are discriminatory and/or harassing against co-workers, managers or members of the general public.
- Avoid statements that engage in threats of violence.
- Avoid statements that are insubordinate because they are threatening, insolent, disrespectful or contemptuous of management and thus disparaging or defiant of the Employer's authority.
  - For example, critical statements about Blain Lawson's role on the essential pay issue may be defensible, particularly if made by elected Union officials. However, derogatory comments about Mr. Lawson's general competence as a manager may be more difficult to defend.
- Exercise caution. If you have any doubt about a particular statement you wish to make on social media, get advice. Contact your steward, staff representative or organizer prior to posting the statement on social media.



**[bcldb.bcgau.ca](https://bcldb.bcgau.ca)**  
**#essentialBCLDB**