



CUPE WORKSHOP

Social Media Hygiene

Union Education Webinar - CUPE Local 5430

(Online)

October 14, 2020

1:00 p.m. (Saskatchewan Time)

Location: Zoom (online)

Registration Deadline: October 12, 2020

Workshop Details:

Wednesday, October 14, 2020 1:00 p.m. - 2:30 p.m.

Social Media Hygiene:

The goal of this webinar is to look at social media and how personal social media posts can negatively affect the employment of CUPE members. You will find out what union executive members, and shop stewards need to know to best advise and represent members when social media has turned anti-social.

Workers are too-frequently disciplined and terminated due to the content of their social media posts. The Union has a legal responsibility to fairly, and intelligently represent its members, and that means we need to learn the pitfalls of social media and how posts can bring discipline and termination.

This webinar will review the legal roots of social media problems within the labour context and provide participants an overview of social media problems, along with some guidance on how to use your voice online and how to “clean up” a social media account.

Our Panelists:

Kristine Barr (Manitoba): Kristine Barr is the Legal and Legislative Representative for CUPE in the Province of Manitoba. Kristine was previously a Trustee for the Winnipeg Board of Education for sixteen years. Kristine has pushed for positive changes for LGBTQ students in the school system, and for equality, and fairness for most of her life. Since 2012, she has been in-house legal counsel for CUPE in Manitoba and continues

to use her voice for equity and inclusion. Kristine serves as a Regional VP for the Canadian Association of Labour Lawyers.

Charles Brenchley (Ontario): Charlie Brenchley currently works as a Communications officer on the digital team at CUPE's National Office in Ottawa. He maintains and creates content for cupe.ca, publishes digital publications and runs trainings for locals on how to use a variety of digital tools. Previously, Charlie has worked for the NDP, normally based on Parliament Hill but also working a variety of campaigns across the country. On weekends, you'll find Charlie pounding the pavement for his local progressive politician, biking around town with his partner or hiking in the woods with his dog Jagger.

To Register Click Here: <https://cupe.ca/mrm-union-education/register/3906>

NOTE:

Participants should have access to a computer (or mobile device) and an internet connection.

Registration is limited to 200 participants.

Registrar: Shelley Douan , sdouan@cupe.ca, 306.525.5874

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https://Cupe.Sharepoint.Com/Sites/Unioneducation/Shared Documents/Union Education/2020 Workshop Notices/Social_Media_Hygiene_Webinar_L5430_2020_09_24.Docx