# **Discrimination reporting via social media**

Last updated: October 7, 2020

**Context**

This protocol is an appendix to the *Media Relations Issues Management Protocol*. This document also complements UBC’s Social Media Moderation Guidelines, which are published online: <http://assets.brand.ubc.ca/downloads/ubc_social_moderation_and_response.pdf>

The protocol was developed in consultation with Media Relations, Brand & Marketing, SVPRO and the Equity & Inclusion Office.

For a full definition of discrimination, please see UBC Policy SC7: <https://universitycounsel-2015.sites.olt.ubc.ca/files/2019/08/Discrimination-Policy_SC7.pdf>

**Situation**

Someone reports concerns related to discrimination via social media, mentioning or tagging UBC.

**Principles**

* Acknowledge that a report has been seen, if appropriate. See step 2 below for guidance.
* Direct people to the appropriate supports and confidential reporting channels.

**Steps**

1. Inform relevant department/faculty and campus unit which provides supports and services (service provider) for the issue.
2. Department/faculty and service provider determine if response is needed and most appropriate response:
   1. Are any faculties/departments mentioned?
   2. Are the claims specific to UBC?
3. Department/faculty and/or service provider draft response and share with Media Relations
4. Respond directly to the claimant from the UBC channel that the report was made to, linking them to the service provider best suited to handle the report.
5. Department/faculty and/or service provider monitor any resulting conversation and consult with Media Relations if additional messaging is required should the issue be expanding.

**Template response copy**

If a reponse is determined to be appropriate, it should generally be on the same channel/platform (ex: respond to an Instagram comment in an Instagram comment, reply to a direct message in a direct message) If multiple UBC units were mentioned, responses should be coordinated between all units mentioned and the relevant service provider to avoid multiple responses from different parts of the university.

Note that this copy is draft copy and should be customized depending on the specifics of the report.

*Equity & Inclusion issue:*

*Thank you for bringing this to our attention. UBC commits to responding to, and addressing, any concerns of human rights-based discrimination. If you would like to discuss your concerns of discrimination in confidence, please contact our Human Rights team at* [*humanrights@equity.ubc.ca*](mailto:humanrights@equity.ubc.ca) *or learn more at*[*https://equity.ubc.ca/how-we-can-help/*](https://equity.ubc.ca/how-we-can-help/%20)

*SVPRO issue:*

*Thank you for bringing this to our attention.**Please consider contacting the UBC Sexual Violence Prevention and Response Office at*[*svpro.vancouver@ubc.ca*](mailto:svpro.vancouver@ubc.ca)*or 604-822-1588 for support and information on your options.*