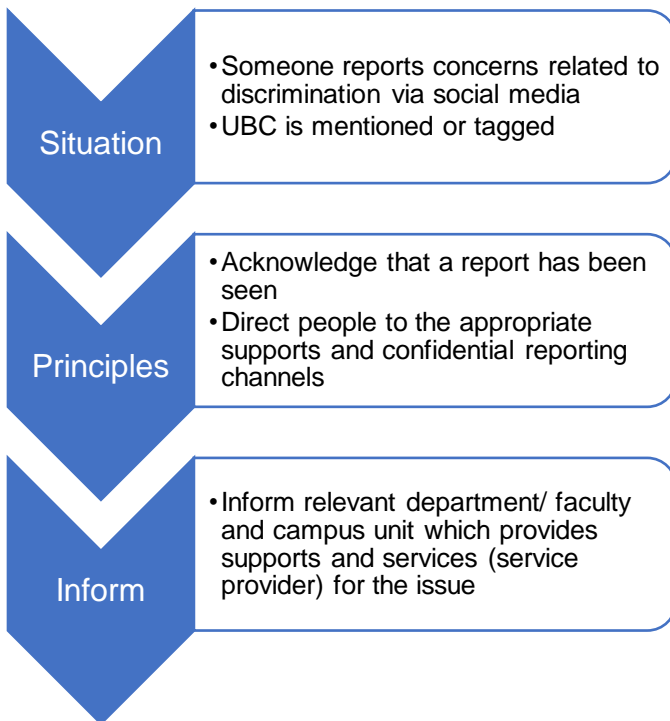


Discrimination reporting via social media

This protocol is an appendix to the *Media Relations Issues Management Protocol* and was developed in consultation with Media Relations, Brand & Marketing, SVPRO and the Equity & Inclusion Office.
Contact media.relations@ubc.ca or 604.822.6397 should you have questions or wish to discuss this further.

Reporting Process



Next Steps

- Department/faculty and service provider determine if response is needed and most appropriate response:
 - a. Are any faculties/departments mentioned?
 - b. Are the claims specific to UBC?
- Department/faculty and/or service provider draft response and share with Media Relations
- 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.
- 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 response 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.

Example Responses

(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 <https://equity.ubc.ca/how-we-can-help/human-rights-advising/>*

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 or 604-822-1588 for support and information on your options.*

Resources

UBC's Social Media Moderation Guidelines: http://assets.brand.ubc.ca/downloads/ubc_social_moderation_and_response.pdf

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

