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To: All APBC Members  
From: Provincial Executive Committee

## **Re: Social Media Guidelines**

Recently, the Union has been made aware of the Employer utilizing social media posts in disciplinary investigations. This includes posts on the APBC social media platforms as well as members own personal pages. Some of those posts were expressing discontent with the Employer's actions on staffing, workload and scheduling issues. It is unfortunate that some APBC members would screenshot posts and send them directly to BCEHS however, members should be aware of the following;

Posts made on the APBC social media platforms must conform to the terms of reference. The terms of reference can be viewed [here](#). You should also know that any references to BCEHS via intellectual property (logo's, uniforms, vehicles, stations, etc.) requires approval for use from BCEHS.

While we know that the overwhelming majority of posts on social media are positive in nature, and a reflection of pride in our profession, anything that the Employer may deem as inappropriate, could be the subject of a disciplinary investigation.

It should be noted that, we completely disagree that members who express a dissenting opinion or are expressing frustration with BCEHS are grounds for discipline, we wanted to keep you updated on the Employer's current practices.

If you have any questions, please reach out to your Regional Vice President.

Sincerely,

Provincial Executive Committee  
Ambulance Paramedics & Emergency Dispatchers of BC  
CUPE Local 873

DD/sb/MoveUp