



PSAC · Ontario
Public Service Alliance of Canada

SOCIAL MEDIA GUIDELINES

**CONTENT CREATION
FOR WORKERS
BY WORKERS**

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PSAC Ontario Region Social Media Guidelines

Objective:

Social media is an important organizing, communications, and advocacy tool. It helps us engage members, educate the public and gain support, amplify campaigns, celebrate victories, and mobilize action.

These guidelines establish a consistent approach to creating content that is accessible, inclusive, accurate, professional, and reflective of PSAC Ontario's values.

Accessibility:

Accessibility is a fundamental part of effective communication. Our content should be designed so that everyone, including people with disabilities, can access, understand, and engage with it. Creating accessible content also reflects PSAC Ontario's commitment to equity, diversity, and inclusion.

Inclusive Language

All communications should align with PSAC's values and commitment to equity and demonstrate respect for the diverse identities, experiences, and perspectives of our members and communities.

When creating content:

- Use inclusive, respectful, and inclusive language that respects how individuals and communities identify themselves
- Do not use discriminatory, stereotypical, or exclusionary language or images
- Use gender-inclusive language
- Consider whether the language is clear and accessible to all audiences with varying levels of literacy or familiarity with union terminology (keep it concise)

Examples of inclusive language

When referring to Indigenous, Black, racialized, 2SLGBTQIA+, people living with disabilities, or other equity-seeking communities, use the terminology preferred by those communities. Anytime you are unsure, make sure you check with the community members or REVP's office.

Examples include:

Instead of	Use
the homeless	people experiencing homelessness or unhoused
people of colour / workers of colour	racialized people/racialized workers or racialized communities
he/she/ gendered language	They/them (where appropriate)

Fonts

- Use clear, easy to read sans serif fonts
San serif fonts: Arial, Helvetica, Calibri, Open Sans, or Montserrat (other fonts can also be used, but make sure they are easy to read)
- Avoid decorative or script fonts for body text
- Ensure font sizes remain readable on mobile devices

Colour Contrast

- Use sufficient contrast between text and backgrounds
- Avoid placing text over busy images unless readability is maintained
- Keep graphics simple and easy to read

Alt Text and Image Description

- Add descriptive alt text to images when the platform supports it
- Describe the key information or purpose of the image
- If stylized or decorative text is used within a graphic, include the same information in the alt text or caption as an image description

How to add alt text on Instagram:

https://help.instagram.com/503708446705527/?helpref=uf_share

When you can't add alt text, include image description if possible.

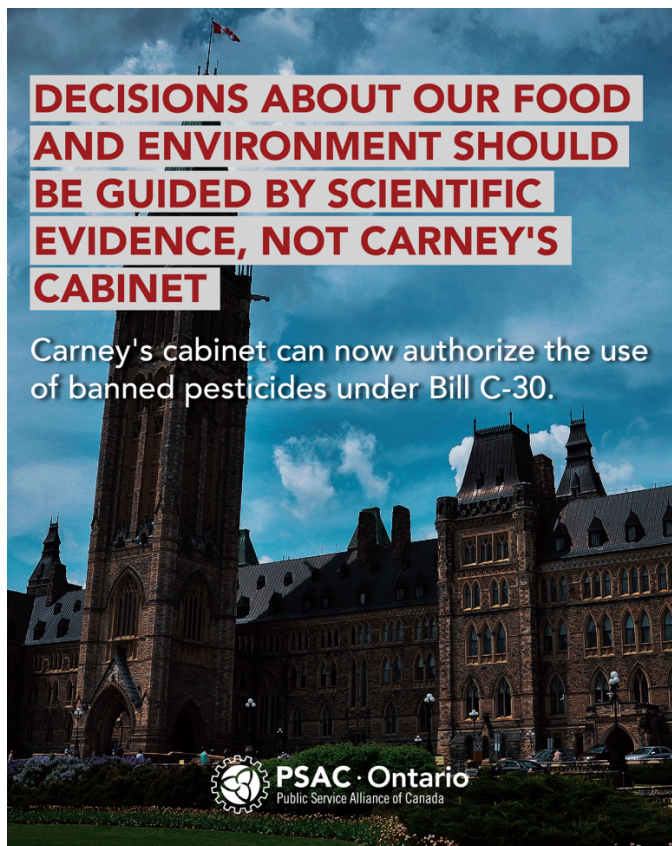
Example of image description:

Image description:

Background is a photo of the Parliament Building in Ottawa. Top of the image has large bold red uppercase text appears on white rectangular background: DECISIONS ABOUT OUR FOOD AND ENVIRONMENT SHOULD BE GUIDED BY SCIENTIFIC EVIDENCE, NOT CARNEY'S CABINET

Centered below, in white text with a subtle drop shadow, it reads: Carney's cabinet can now authorize the use of banned pesticides under Bill C-30.

At the bottom is the PSAC Ontario (Public Service Alliance of Canada) logo in white.



Video Accessibility

- Include captions on all videos
- Ensure captions are accurate and synchronized correctly
- Do not rely solely on audio to communicate important information, make sure the caption also includes the details

Graphics

Graphic Sizes

Use platform recommended dimensions to ensure graphics display properly across devices.

Examples include:

- Instagram Feed: 1080 x 1080 px (square image), 1350 x 1080 px (portrait image)
- Instagram Story/Reels: 1080 x 1920 px
- Facebook Feed: 1080 x 1080 px (square image), 1350 x 1080 px (portrait image), 1080 px x 1920 px (landscape banner)

Always verify current platform specifications before publishing or sending in any graphic you would like PSAC Ontario page to consider posting.

Design Best Practices

- Keep messaging concise and easy to scan
- Prioritize readability over excessive text
- Try to use high-quality images and graphics
- Ensure designs remain clear on mobile devices

Branding

When creating content:

- Use only approved PSAC Ontario logo files (if approved to do so)
- Do not alter, stretch, crop, recolour, or distort the logo
- Maintain sufficient clear space around the logo
- Use the appropriate logo variation for the background

- Ensure branding remains consistent with PSAC visual standards

PSAC Ontario logo and branding guide can be requested from the REVPs office.

No Use of Artificial Intelligence (AI)

To maintain authenticity, transparency, and public trust, generative AI must not be used to create official graphics, photographs, videos, voiceovers, or written content for union social media channels.

PSAC Ontario is committed to showcasing authentic content that reflects our members, our communities, and their lived experiences. Our communications should tell the real stories of workers, the campaigns we lead, and the communities we serve.

As workers face job losses and we continue to see the environmental impacts of AI, governments are investing heavily in AI strategies and supporting the expansion of AI data centres. PSAC Ontario believes our communications must reflect the values we advocate for.

The rapid expansion of AI also raises concerns about job displacement, copyright and intellectual property, misinformation, the environmental impacts of energy-intensive AI data centres, and the devaluation of creative and communications work. The labour movement, including the Ontario Federation of Labour and the Canadian Labour Congress, have recognized these impacts through resolutions highlighting the risks AI poses to workers, communities, and the environment.

For these reasons:

- AI-generated graphics, illustrations, photographs, videos, voiceovers, or written content must not be published on social media channels representing our PSAC Ontario Region and unions structures within.
- Content that appears to be AI-generated will not be shared, reposted, or amplified by PSAC Ontario's social media pages.

Engagement

When responding to comments or messages:

- Remain respectful and professional
- Correct factual inaccuracies when appropriate
- Do not engage in personal attacks or online arguments
- Remove/Hide/Block any hateful, derogatory, or harmful comments

Final Checklist

Before publishing, confirm that:

- Information is accurate and current
- The content uses inclusive language
- Graphics are accessible and readable
- Images include alt text where supported
- Videos contain captions
- Branding follows PSAC Ontario standards
- Appropriate permissions have been obtained when posting content of others
- The content supports our Union's mission and values.

Resources

How to Create a Facebook Page:

<https://www.facebook.com/business/help/1199464373557428?id=418112142508425>

Setting up an Instagram account:

https://help.instagram.com/155940534568753?helpref=faq_content

Setting up your Instagram as a professional account:

<https://help.instagram.com/502981923235522/>

Tracking Insights on Instagram:

<https://help.instagram.com/1533933820244654/>

Best practices for analyzing Instagram performance:

https://www.facebook.com/business/help/1181597300746161?helpref=faq_content