




Policy Title: BOARD MEMBER USE OF SOCIAL MEDIA		Policy Section: IV Governance Process	Policy Number: IV-150
Approved By: Board of Directors	Date Approved: June 12, 2018	Date Reviewed/ Revised: Sept 13, 2021 Sept 23, 2024	Board Chair's Signature: 

BACKGROUND

The Board recognizes the following with regard to social media:

- Communicating with the public and registrants through carefully selected social media channels provides an opportunity for CMLTO to convey information to widespread, inclusive, and diverse online networks about the values, policies, programs, services, actions, and results of the College.
- Similar to the traditional mainstream media channels (e.g. print and broadcast), social media is a powerful medium. It creates opportunities for the College to engage with diverse communities that it would otherwise not reach through traditional channels. With all of its potential; however, social media is not without pitfalls, which could put the College at risk if managed incorrectly or inappropriately.
- Board Members' personal social media behaviours could damage the College's reputation if managed incorrectly or inappropriately. This policy outlines the type of content that the College believes should not be posted by Board Members on their social media accounts while they are a member of the Board.

This policy is written by the Board in the context that the Board recognizes social media as a communications vehicle and medium which CMLTO chooses to utilize as part of its communications with the public, registrants, employers, and others.

POLICY PURPOSE

Given the significant benefits and risks related to using social media platforms, the purpose of this governance process policy is to outline the Board's expectations of Board Members related to their personal use of social media while they hold the position of CMLTO Board Member.

This policy defines guidelines and expectations of Board Members in terms of professional behaviours to advance and maintain the CMLTO brand integrity and trust and to establish the legitimate and authoritative voice of the Board and the CMLTO.



POLICY

In general, social media postings related to CMLTO matters should only be created and addressed by the CMLTO official communication lines.

While people serve as CMLTO Board Members, they are organizational ambassadors and must uphold the Board Code of Conduct at all times. In the context of social media, the expectations of Board Members include:

- Recognizing that only designated CMLTO employees are authorized to post content on the CMLTO's social media channels.
- Ensuring that Board Member or CMLTO-related social media posts adhere to the provisions of the CMLTO By-Law.
- Not posting anything on personal social media channels that is contrary to CMLTO's mandate, values, and policies or that could negatively impact the public image (or reputation) of the CMLTO.
- Assuming that all content on the internet is public and accessible to everyone.
- Limiting Board Member posts to only resharing information about the work of the Board, CMLTO news and announcements which have been officially prepared and posted by the CMLTO.
- Bringing forward to the Board Chair and Registrar & CEO any misrepresentation about CMLTO that they observe on social media.
- Not escalating issues by responding to other social media users, especially concerning a contentious subject related to the College. The Registrar & CEO and Corporate Communications will craft and post a response if necessary.
- Thinking carefully before posting, checking grammar and spelling accuracy, and ensuring that Board Member posts convey a positive image of the CMLTO.
- Complying with applicable legislation, including but not limited to privacy legislation and the Copyright Act. It is considered good practice by the College to link to others' work rather than reproduce it.

Understanding and applying the strictest privacy settings necessary to maintain control over access to Board Member personal information and social media presence undertaken for personal purposes only.

- Board Members will be aware that social media platforms are constantly evolving and be proactive in considering how professional expectations apply in any given set of circumstances.

All Board Member social media communications should be aligned with the Board's commitment to intentionally and transparently protect the public interest.

DEFINITIONS

Social Media: includes, but is not limited, to any online communication and



commentary platforms, such as:

- Social Networking Sites (e.g. Facebook, LinkedIn, Instagram, Tik Tok, Snapchat)
- Social networking news sites
- Video and photo sharing websites (e.g. Flickr, YouTube)
- Micro-blogging sites (e.g. X- formerly known as Twitter)
- Blogs
- Online forums, chat rooms, message and discussion boards
- Electronic newsletters, comment sections of news sites
- Online encyclopedias (e.g. Wikipedia)
- Other sites and services that permit users to share information with others online

REFERENCES:

- CMLTO By-Law
 - Article 6 – Code of Conduct
 - Article 7 – Conflict of Interest
 - Article 8 – Confidentiality
- GP IV-70 – Board Code of Conduct, Confidentiality, and Conflict of Interest Policy
- CMLTO Code of Conduct and Confidentiality Agreement, Conflict of Interest Declaration Form