1 – Z

POLICY TYPE: GOVERNANCE PROCESS

POLICY TITLE: **SOCIAL MEDIA POLICY**

Social media refers to online tools that provide individual users and/or organizations with the ability to create and share content with online communities. This could include, but is not limited to, Facebook, Twitter, Instagram, YouTube, blogs and email forums.

Social media platforms provide an ideal way for OAO to informally engage with members, stakeholders, decision-makers, the media and the public. It is in the best interests of Association staff and directors to ensure that there are principles or guidelines in place to oversee that engagement.

Accordingly, OAO shall maintain a policy to help guide behavior for participation in social media in a professional capacity (specifically, when commenting on OAO issues or as a subject matter expert for a specific topic.)

1. OAO Official Accounts

OAO Communications staff with responsibility for the Association's online accounts must:

- Act with honesty, integrity and transparency;
- Be polite, courteous and positive;
- Offer initial acknowledgement of online queries, questions, complaints within a 24-hour period;
- Only share information and/or material about OAO that is publicly available; and
- Forward media queries received via social media to the Manager, Marketing Communications.

2. Staff/Board Use of Personal Social Media

a. The President and the CEO are the only official spokespeople for OAO.

b. Use of personal social media to talk about OAO requires a name, title and disclaimer stating that the views expressed are your own.

c. Individuals are responsible for content published on any social media platform, and therefore must ensure the following:

- Be mindful that policy 1-E Confidentiality applies and is in full force.
- Communication is consistent with OAO values and human resources policies;
- Communication is courteous (no bad language or offensive remarks);
- Information and/or material shared about OAO is publicly available;
- Statements are true (and can be substantiated);
- Communication does not compromise the ability of the organization to carry out its strategic goals;
- Crisis communications is referred to the CEO or President of OAO; and
- Be mindful that when a decision is taken by the Board, directors will adhere and support the position publicly.

d. If unsure about posting content, contact the OAO Manager, Marketing Communications prior to posting.