



## APPENDIX K-OAPCE COMMUNICATIONS POLICY

OAPCE will endeavor to actively communicate with their membership based on the terms outlined in this policy and an annual communications plan developed at the start of every school year. The goal of this policy is to support unified and standardized communications across the province for the organization.

Communications with the provincial membership will be the responsibility of OAPCE provincial and centrally managed to adhere to an annual communications plan that will be approved at the beginning of each school year. The communications plan will outline key messaging, themes, frequency, and medium to be used. Regionally specific needs will be incorporated as required. The organization's website and regional subsites should be maximized to ensure transparent and barrier-free communication and event promotion.

This Communications Policy should be administered in accordance with its two subsections: OAPCE Social Media Policy and OAPCE CASL Compliance Policy.



## APPENDIX L-OAPCE SOCIAL MEDIA POLICY

### **1. PURPOSE**

OAPCE strives to maintain a positive image on our social media platforms. We are committed to preventing any harm to the organization or other involved parties that can arise if social media channels are misused, misrepresented, or abused in a way. The purpose of this policy is to outline the expectations we have of our Directors when it comes to social media use that is associated with our organization.

### **2. SCOPE**

New platforms and applications for electronic devices (mobile, TV, PDAs, etc.) are being launched regularly. All of these increase the users' virtual footprint, introduce new business development, marketing, and public relations opportunities and add to the amount of trackable, traceable, and discoverable information online.

At OAPCE, we believe that the use of social media can support our advocacy efforts and help to reinforce the OAPCE brand. We are aware of, and sensitive to, how social media can affect relationships with our partners, school boards, stakeholders, media, and other audiences. We also understand that social media often is used personally and not exclusively for business. OAPCE Social Media Policy provides realistic guidelines for online behavior by the members of OAPCE. As new tools are introduced, and new challenges emerge, OAPCE Social Media Policy will evolve to reflect those changes.



All social media channels shall be administered by the OAPCE IT and Executive Director with permissions given to Regional Directors at the discretion of the Executive Director.

### **3. DEFINITIONS**

Social media is a term that describes the engagement in Internet-based social platforms that are visible to others. Social media tools allow for the creation and exchange of user-generated content. All social media is trackable, traceable, and discoverable.

These networks include (but are not limited to):

- Audio /video sharing (TikTok®, YouTube®, Vimeo®, webinars, podcasting, etc.)
- Blogs and blog comments
- Commenting on news stories and other platforms online
- Document sharing (Dropbox®, Scribd®, SlideShare®, etc.)
- Gaming sites
- Geotagging and review (Foursquare®, Google Reviews®, Nextdoor®, TripAdvisor®, etc.)
- Information sharing (chat rooms, listservs, forums, message boards, etc.)
- Micro-blogs (Twitter®, etc.)
- Photo sharing (Instagram®, Snapchat®, Flickr®, Pinterest®, Photobucket®, Shutterfly®, etc.)
- Professional and social networks and publishing platforms (Facebook®, Fishbowl®, Forbes®, LinkedIn®, Medium®, Skype®, Tumblr®, WhatsApp®, Signal®, Telegram®, etc.)
- Q&A (Quora®, Reddit®, etc.)
- Social bookmarking (Digg®, Delicious®, Pocket®, StumbleUpon®, etc.)



#### **4. POLICY GUIDELINES**

OAPCE is very thoughtful about its branding. The organization, its Officers, Directors, Officials and any Executive Members must work together to ensure OAPCE is represented in a positive manner on social media. As such, only designated representatives are permitted to speak on behalf of OAPCE on social media.

Members who link themselves to OAPCE on social media by commenting on, or about, or liking, or sharing information regarding OAPCE must use professionalism and respect.

The following guidelines have been established to protect OAPCE and must be adhered to by its Officers, Directors, Officials, and any Executive Members at all times; note that for this policy, these rules apply to all (for the purpose of this document they may be referred to as Members).

OAPCE has a zero-tolerance policy for any form of discriminatory comments based on gender identity, race, age, religion, ethnicity, sexual orientation, disability, or any other legally recognized protected status.

OAPCE has a zero-tolerance policy for online bullying or other threatening behavior.

All Members must recognize that this policy applies to not only organizational directed social media actions but also personal use of social media in regard to anything that may harm or damage the organization by association.



All Members are encouraged to associate themselves to the organization on social media but may not act as official representatives (or speak on its behalf) unless authorized by the Executive Director.

OAPCE reflects a diverse set of values and points of view. Don't say anything contradictory or in conflict with the OAPCE website. Don't be afraid to be yourself but do so respectfully. This includes proper consideration of privacy and of topics that may be considered objectionable or inflammatory. Use your best judgment and be sure to make it clear that the views and opinions expressed are yours alone and do not represent the official views of OAPCE.

The organization's social media may not be used to promote personal blogs, websites, or services as this is a conflict of interest and is not permitted.

Use common sense when posting. Where there's a doubt about the appropriateness of a post and how it may be viewed by others, do not post it.

If something inappropriate/ not permitted does get posted by you or someone else, immediately delete the post, if possible, and advise the OAPCE Executive Director immediately in case further action is required to mitigate the situation.

## **5. INDIVIDUAL PROFILES**

You are personally responsible for any online activity you conduct using an OAPCE email address, and/or which can be traced back to an OAPCE domain, and/or which uses OAPCE assets (computers, PDAs, mobile devices, etc.).

OAPCE domains Include: oapce.org, @oapce.org etc. Any of the OAPCE domains attached to your name imply that you are acting on behalf of OAPCE.



When using an OAPCE email address or OAPCE assets to engage in any social media or professional social networking activity, all actions are public. Members will be held fully responsible for any and all such activities; therefore, only OAPCE approved accounts shall have their name mentioned in the profiles. No mention of the organization can be added to ANY personal social media profile.

Outside the workplace, we respect your rights to privacy and speech as they apply to online activity conducted on your personal social networks and with your personal email address. However, what you publish on such personal online sites should never be attributed to OAPCE and should not appear to be endorsed by or originated from the OAPCE. Personal opinions on any social media platform may also be deemed inappropriate, and personal accounts should remain private. If you choose to list your affiliation to OAPCE on a social network, then you should regard all communication on that network as you would in a professional network or when using an OAPCE domain or asset. Online lives are ultimately linked, whether or not you choose to mention OAPCE in your personal online networking activity.

## **6. CONTENT AND LANGUAGE USE**

Follow the rules in OAPCE's Code of Conduct. These rules also apply to behavior within social networking and other public online spaces.

- Never disclose proprietary, privileged, or confidential information.



- Follow the terms and conditions of use that have been established by each social media platform in which you engage in social networking activities.
- Obey the law. Do not post any information or conduct any online activity that may violate applicable local, provincial, or federal laws or regulations.
- Never be false and/or misleading in your online profiles.
- Be respectful. Do not post disparaging, inflammatory, or otherwise negative information about colleagues, other companies, clients/customers, service providers, etc.
- Be transparent. When participating in any online community, and when appropriate, disclose your identity and affiliation with OAPCE, your clients, and your professional and/or personal interest. When posting to a blog, always use your name. Never create an alias, and never be anonymous.
- Get permission to mention clients/customers. Never use a client's/customer's name in a social media posting unless you have written permission to do so.
- Credit appropriately. Identify all copyrighted or borrowed material with citations and links. When publishing any material online that includes another's direct or paraphrased quotes, thoughts, ideas, photos, or videos, always give credit to the original material or author.
- Fact-check your posts. Always evaluate your contribution's accuracy and truthfulness. Before posting any online material, ensure that the material is accurate, truthful, and without factual error.



- Spellcheck and grammar check everything. Content never disappears once it has been posted.
- Correct errors promptly. If you find that your entry contains an error or mistake, correct it. Since transparency is key, admit your mistake, apologize if necessary, and correct it.
- Be informative. Share information of value to others and that places you in a positive light.
- Link back. When appropriate and possible, provide a link to the OAPCE.org website, to our OAPCE profile, and/or to the practice area referenced in your post.

## **7. NONDISCRIMINATION AND ANTI-RACISM**

OAPCE has a zero-tolerance discrimination and anti-racism policy. Any online discourse in violation of our nondiscrimination and anti-racism policy, including shared content online, may be cause for termination in your role as an OAPCE Officer/Director/Official or any other Executive Member.

## **8. RESPONDING TO ONLINE COMMENTS / MEDIA COVERAGE**

Avoid hostile communications. If a reporter, blogger, or any other online influencer posts a statement with which you disagree, and you feel a comment is warranted, consult with the OAPCE Executive Director before voicing your opinion. First, draft your response in an offline document and share the original statement (with link/s) in that document. The OAPCE Executive Director will





review the original statement and your proposed response promptly and will provide you with a decision as to whether or not the comment can be posted. Your comment should include factual information and references (when appropriate). Understand and credit the other person's point of view, and avoid any communications that could result in personal, professional, or credibility attacks. Do not engage in any direct messaging as well.

## **9. CONFIDENTIALITY, PRIVACY, and RED FLAGS**

Do not disclose or use confidential or proprietary information of OAPCE or any client/customer in any form of online media. Sharing this type of information, even unintentionally, can result in legal action against you, OAPCE, and/or the stakeholders.

Avoid forums where there is little control over what you know to be confidential information. If you are not sure, consult with the OAPCE Executive. Respect the privacy of your colleagues and of the opinions of others. Before sharing a comment, post, picture, or video about a client or colleague through any type of social media or network, their consent is not only a courtesy, it is a requirement.

Responding to the media requires approval. If you are contacted directly by a journalist regarding issues of concern about OAPCE or OAPCE's partners, bring the query to the attention of the OAPCE Executive Director as soon as possible. The only person to represent and comment on any media platforms is the OAPCE Executive Director.



## **10. CONSEQUENCES FOR VIOLATING SOCIAL MEDIA POLICY**

If anyone is found to have violated the OAPCE's Social Media Policy, appropriate disciplinary action will be taken up to and including termination of Directorship or any position within the organization.

### APPENDIX M- OAPCE CASL COMPLIANCE POLICY

#### **1. Policy Statement/Purpose**

One of the main purposes of Canada's Anti-Spam Legislation is to regulate unsolicited commercial electronic messages (CEMs). Noncompliance with CASL will bring heavy penalties. Since we are an association that sends CEMs, the purpose of this policy is to ensure that everyone sending CEMs on behalf of the Ontario Association of Parents in Catholic Education (OAPCE) is compliant with the law and to provide the security framework upon which all CEM delivery efforts will be based. This policy defines appropriate and authorized behavior for personnel approved to send CEMs on behalf of OAPCE.

#### **2. Scope**

All electronic messages sent from the network to outside organizations or persons will be presumed to be CEMs and will therefore fall under the guidelines of this policy. This CASL – CEM Compliance Policy applies to all OAPCE Officers, Directors, and Officials and any other parties sending electronic messages on



behalf of OAPCE. All communication sent on behalf of OAPCE is to be done ONLY through OAPCE Mailchimp account. This will be managed via the OAPCE Executive Director and OAPCE IT Manager.

### **3. Definitions**

Canada's Anti-Spam Legislation (CASL): An Act to promote the efficiency and adaptability of the Canadian economy by regulating certain activities that discourage reliance on electronic means of carrying out commercial activities, and to amend the Canadian Radio-Television and Telecommunications Commission Act, the Competition Act, the Personal Information Protection and Electronic Documents Act and the Telecommunications Act.

Electronic address: An address used in connection with the transmission of an electronic message to an electronic mail account, an instant messaging account, a telephone number, or any similar account.

Electronic message: A message sent by any means of telecommunication, including a text, sound, voice, or image message.

Commercial electronic message (CEM): CEMs are commercial electronic messages that encourage participation in commercial activity. Even if a commercial message is not sent with an expectation of garnering a profit, it still qualifies as a CEM.



Commercial activity: Any transaction of commercial character, regardless of whether there is an expectation of profit or not. All emails you send from your work email will be treated as commercial.

Unsubscribe: A withdrawal of consent to receive CEMs.

Social networking sites: Specific online communities of users, or any website that links individuals electronically and provides a forum where users can connect and share information. These websites can be general or tailored to specific interests or certain types of users. Examples of popular social networking sites include Facebook®, Twitter®, TikTok®, Snapchat®, Google+®, YouTube®, LinkedIn®, Foursquare®, Instagram®, and TUMBLR®. The list of domains that constitute social networking sites is always growing and changing due to the nature of the Internet.

#### **4. Policy Guidelines**

Anyone sending CEMs on behalf of OAPCE must adhere to the following policies:

- All information systems within are the property of and will be used in compliance with policy. All users will report any irregularities found in incoming or outgoing CEMs and the CEM delivery system to the OAPCE IT Department immediately upon detection.



- The CEM delivery system is always subject to monitoring. Use of the CEM delivery system constitutes acceptance of this compliance policy.
- Release of CEMs will be at the discretion of the OAPCE Executive Director.
- Users will not use devices to send CEMs without prior approval from the Executive Director.
- Users will not use devices to conduct personal business.
- No personal emails should be sent from an OAPCE email address.
- No instant messaging should be conducted with parties outside of OAPCE.
- OAPCE Officers, Directors, and Officials are prohibited from using social networking sites to conduct personal or company business.

## **5. CEM Recipients**

OAPCE Officers, Directors, and Officials sending CEMs on behalf of OAPCE are to send CEMs ONLY to the electronic address of the parties listed on the Approved CEM Recipients List, which can be found on the Association's email account and/or the OAPCE Mailchimp account.

All OAPCE Officers, Director, and Officials must ONLY use the approved email template in order to gain consent from a party NOT already on the Approved CEM Recipients List. The approved email template can be found in the Policy and Procedures.



## 6. CEM Components and Guidelines

All CEMs must contain:

- Contact information, clearly laid out. This includes sender first and last name, sender email address, company name, company mailing address, company telephone number, and company web address.
- If the CEM is to be sent on behalf of another party, the name of this party and the sender must both be included, in addition to the information listed above.
- An “unsubscribe” link, clearly visible.
- No one is allowed any modifying of the existing signature or contact information.
- No one is allowed from removing the “unsubscribe” tool inherent in the approved email templates.
- All approved guidelines on how to craft subject lines and emails messages that are not false or misleading. The approved guidelines can be found in the Policy and Procedures.
- Anyone sending information on behalf of OAPCE is required to partake in training sessions on sending CEMs. Course content will include information on where to access the Approved CEM Recipients List, how to obtain consent if it does not yet exist, and how to craft a compliant CEM subject line and message. Proof of training attendance will be kept on file in the OAPCE office.



## **7. Unsubscribe Requests**

All “unsubscribe” requests must be immediately forwarded to the OAPCE office in order to ensure prompt processing of the request and to maintain accurate records. OAPCE Officers, Directors, and Officials **MUST NOT SEND ANY FURTHER COMMUNICATION TO THE UNSUBSCRIBED PARTY.**

Commercial electronic messages (CEMs), and the tools that create, store, and distribute them, are vital to the long-term health of our association. It is for this reason we have established the CASL – CEM Compliance Policy.

Compliance with CASL is of utmost importance, and all employees and volunteers are expected to understand and actively participate in maintenance of association compliance.

OAPCE encourages its members to take a proactive approach in identifying potential problems or violation of CEM delivery by promptly reporting issues to the Executive immediately.

Prior to using equipment, each OAPCE Officer, Director, and Official is expected to have read the entire CASL – CEM Compliance Policy, which includes:

Purpose

Scope

Definitions



Policy Guidelines

CEM Recipients

CEM Components and Guidelines

Unsubscribe Requests

Each member is also expected to attend the CEM Compliance training yearly.

If you have any uncertainty regarding the content of this policy, you are required to consult with the Executive Director. This policy will be reviewed every year.

**Policy Information:**

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