

10 – REPRESENTATIVE SOCIAL MEDIA USE POLICY

Definitions

1. The following terms have these meanings in this Policy:
 - a) **CPA-branded social media** – Official social media engagement by the CPA including the CPA's Facebook page(s), Twitter feed, photo sharing accounts, YouTube and TikTok channels, Instagram, LinkedIn, blogs, or other social media engagement; both those that exist currently and those that will be created by the CPA in the future.
 - b) **Representatives** – Refers to individuals employed by, or engaged in activities on behalf of, the CPA. Representatives include, but are not limited to, staff, contractors, administrators, committee members, volunteers, and Directors and Officers.
 - c) **Social media** – The catch-all term that is applied broadly to computer-mediated communication media such as blogs, YouTube, Facebook, Instagram, LinkedIn, TikTok, Snapchat, and Twitter.

Purpose

2. The CPA encourages the use of social media by its Representatives to enhance effective internal communication, build the CPA brand, and interact with members. Since there is so much ambiguity in the use of social media, the CPA has created this policy to set boundaries and standards for Representatives' social media use.

Application of this Policy

3. This Policy applies to all Representatives.

Representatives' Responsibilities

4. Representatives will not:
 - a) Use social media for the purpose of fraud or any other activity that contravenes the laws of Canada, *Code of Behaviour*, or any other applicable jurisdiction.
 - b) Impersonate any other person or misrepresent their identity, role or position with the CPA.
 - c) Comment negatively about certain Divisions, Branches, Assemblies or members.
 - d) Upload, post, email, or otherwise transmit:
 - i. Any content that is offensive, obscene, unlawful, threatening, abusive, harassing, defamatory, hateful, invasive or another person's privacy, or otherwise objectionable
 - ii. Any material which is designed to cause annoyance, inconvenience, or needless anxiety to others
 - iii. Any material that infringes on the patent, trademark, trade secrets, copyright, or other proprietary right of any other party
 - iv. Any material that is considered the CPA's confidential information or intellectual property, as per the *Confidentiality Policy*
5. Representatives shall refrain from personally commenting on matters related to the CPA or its operations on their personal social media. Instead, matters related to the CPA or its operations should be handled through more official communication channels (like email) or through CPA-branded social media.
6. Representatives should avoid acting as a Representative of the CPA in their personal social media activity. When a Representative mixes their personal social media use (such as following a sports team or politician) with activity related to the CPA (such as promoting an event), the Representative should include a statement in their social media profile indicating that their views and opinions do not necessarily represent the views and opinions of the CPA.
7. Representatives shall use their best judgment to respond to controversial or negative content posted by other people on CPA-branded social media. In some cases, deletion of the material may be the most prudent

action. In other cases, responding publicly may be preferred. If a Representative questions the correct action to take, the Representative shall consult with another Representative who has more decision-making authority at the CPA.

CPA Responsibilities

- 8. The CPA will:
 - a) Properly vet and understand each social medium before directing Representatives to engage with, or create, the CPA-branded social media.
 - b) Periodically host expert training sessions on the topic of social media in the event that the social media engagement directed by the CPA is unclear or not fully understood.
 - c) Securely protect login and password information for CPA-branded social media and distribute that information only to Representatives who require it.

Enforcement

- 9. Failure to adhere to this Policy may permit discipline in accordance with *Discipline & Complaints Policy*, legal recourse, or termination of employment/volunteer position.

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