

Board of Directors – Social Media Policy

Policy #: 011
Created: Dec. 19, 2023
Revised: June 26, 2024

1.0 Purpose

The Bereavement Authority of Ontario (“BAO”) Board of Directors has developed and adopted this policy to ensure that its board of directors has a standard set of rules to reinforce a positive image as stewards of the organization.

This policy defines guidelines on professional standards to maintain BAO brand integrity, consistency, and the authoritative voice of the board and the organization.

2.0 Scope

This social media policy applies to members of the BAO Board of Directors.

BAO committee members who are not members of the board are covered by the employee’s social media policy, which includes employees and volunteers.

The policy does not apply to those who do not state their roles on the BAO Board of Directors on their internet and social media profiles.

This policy applies to the use of social media, social networking sites, blogs, social networking news sites, chat rooms, electronic newsletters, comments sections of news sites, online forums, wikis, blogs, message boards, and other sites and services that permit users to share information with others online.

Note: The Code of Conduct and policy on Conflicts of Interest and Confidentiality – Directors applies to all members of the BAO Board of Directors regardless of whether they state their board roles on social media. The [code is found on this webpage](#) under the Corporate Policies tab.

3.0 Board Director Personal Social Media Accounts

The BAO Board of Directors has determined that a set of common guidelines will apply to all directors. The BAO, as a not-for-profit corporation, also complies with legislation including the Ontario Human Rights Code and the *Occupational Health and Safety Act*.

Guidelines for the use of a personal social media accounts

1. Inappropriate comments shall not be posted. For the purposes of this policy, inappropriate comments

- include inflammatory or defamatory posts or comments, unprofessional remarks, racist or political posts and/or comments made about the public, the BAO, its employees, licensees, stakeholders, and vendors.
2. Directors are expected to conduct themselves professionally. Inappropriate comments, photographs, and links must not be posted.
 3. Posts involving the following are not to be published:
 - Proprietary and confidential company information;
 - Discriminatory, inflammatory, or defamatory statements regarding the BAO, its employees, other board members, customers, vendors, and the public.
 4. Directors may not speak on behalf of the BAO unless they have consulted the Board Chair for approval to do so. Directors are able to like or support any of the official communications from the BAO.
 5. Maintain confidentiality of private, confidential, or embargoed information gained through their position on the BAO Board of Directors.

4.0 Amendment, Modification or Variation

This Policy may be amended, varied, or modified after consultation with the BAO and approval by the Board. Should any paragraph or provision of this policy be held to be void, invalid, illegal or unenforceable in any respect and for any reason, any such provision or provisions shall be severable from this policy and the remainder of this policy shall remain in full force and effect and shall be construed as if such void, invalid, illegal or unenforceable provision or provisions had not been contained herein.