



BOARD OF DIRECTORS SOCIAL MEDIA POLICY

Effective Date: February 24, 2021

Review Date: February 24, 2022

1. PURPOSE

The OMA has embraced social media and is active on various platforms including Facebook, Twitter, Instagram, YouTube and LinkedIn. The OMA's social media sites are an extension of the OMA's brand, identity and reputation and provide a voice that is consistent with the values, vision, and mission of the organization.

While social media is an important part of the OMA's comprehensive communications strategy, the use of social media also poses potential serious reputational and other risks to the organization. Whether intended or not, when posting in social media, OMA Board Directors are perceived as speaking on behalf of the organization by virtue of their position on the Board. Whatever a Board Director does on social media, even in their personal time, can be linked back to the OMA and have unintended consequences and create risk for the organization.

The **Social Media Policy** establishes the parameters for the OMA Board Directors in their use of social media.

2. SCOPE

This Policy applies to all OMA Board Directors, observers and members with access to Board documentation and activity. This policy applies to all online behaviour whether it is in relation to OMA official social media accounts, personal accounts and/or comments made on other feeds, including social media groups that are password protected.

Individuals may have additional policies and procedures to comply with as it relates to their association with other organizations outside of the OMA.

3. DEFINITIONS

Social Media - interactive computer-mediated technologies that facilitate the creation or sharing of information, ideas, and other forms of expression via public and private virtual communities and networks.

Trolling - creating discord on the Internet by starting quarrels or upsetting people by posting inflammatory or off-topic messages in an online community.

4. POLICY

The Policy establishes that:

- a) All Board Directors are expected to abide by applicable laws, such as copyright, privacy, fair use, and financial disclosure. For example, respect of privacy requires the use of photo consent forms, asking permission of groups and advising of posting at public events. In addition, organizational policies on *Respect in the Workplace*, *Workplace Violence*, *OMA Member Interaction Policy*, and *OMA Directors' Code of Conduct* must be adhered to.
- b) The *OMA Directors' Code of Conduct* sets expected standards of behaviour with respect to communication and establishes intervention, process, and disciplinary options that can be used when engaging in misconduct involving social media. Specifically, Directors are required to adhere to the abovementioned code of conduct in all postings and interaction via social media.
- c) Posts and other content added by OMA staff on OMA social media accounts are official OMA content. All Board Directors are expected to treat social media as a professional space and communicate with the same standards expected in the workplace. Caution, sound judgment and common sense should be exercised when using social media sites.
- d) Physician-specific, password protected social media accounts, including chat rooms, are known to exist. In this context, Directors are reminded it is not possible to “remove the Board Director hat” in any context and the Director will be perceived to be speaking on behalf of the organization. Also consider that a “private group” is not truly private, and postings can be easily shared to others via screen captures.
- e) In compliance with the OMA Single Election Policy and Procedures, Board Directors will not share communications or allow their name to be used in ways that support or endorse any candidate for an OMA election, by-election, or appointment during any part of the election process. Board Directors up for re-election will not use OMA resources and channels to campaign, nor will they breach board confidentiality or solidarity.
- f) Observers are bound by the terms of the confidentiality agreement signed prior to attending board meetings.
- g) Board Directors who act outside of the parameters of the OMA Board of Directors Social Media Policy, do so at their own risk. The OMA considers such actions to not be in the best interest of the OMA.
- h) Posts that include potentially offensive, profane and vulgar language should be avoided as these can lead to claims of hostile work environment or harassment, and risk failing to meet CPSO professional standards.
- i) The OMA requires its Board of Directors to exercise good judgement in their use of social media. If you are concerned that either you or a Board Director may have “crossed the line” in the use of social media, the following action is required:
 - a. If yourself, make the appropriate correction or deletion to the message.

- b. If a fellow Board Director, discuss your observations directly with them and encourage them to correct or delete the messages on their social media.
- j) Breaches in this policy should be immediately brought to the attention of the Board Chair in order to mitigate risk. The consequences of the breach will be assessed on a case-by-case basis according to the process outlined in the OMA Code of Conduct.
- k) All OMA Board Directors will receive social media training and education by the OMA as part of the onboarding process.

The Policy further establishes that the following communications or behaviours are unacceptable on social media and will not be tolerated, as per the OMA Member Interaction policy:

- Any post that is abusive, harassing, or in any way conveys stalking, trolling, threatening, or attacking others.
- Posts that are defamatory, offensive, obscene, vulgar or that depict violence.
- Posts hateful in language targeting:
 - Age
 - Ancestry, colour, race
 - Citizenship
 - Ethnic origin
 - Place of origin
 - Creed
 - Disability
 - Family status
 - Marital status (including single status)
 - Gender identity, gender expression
 - Receipt of public assistance (in housing only)
 - Record of offences (in employment only)
 - Sex (including pregnancy and breastfeeding)
 - Sexual orientation.
- Fraudulent, deceptive, or misleading posts.
- The disclosure of restricted records, data, or private information, including references to discussions where bound by confidentiality and/or nondisclosure agreement.
- Deliberate disruption of discussion.
- Posts that are “spam” or promotional in nature.
- Any type of solicitation.

Notwithstanding the OMA Member Interaction Policy, OMA Board directors can amplify messages of the OMA and its subsidiaries that are promotional in nature and/or are aimed to solicit specific actions where there is a formal communication strategy in place (e.g., promoting services for members, OMF fundraising).

5. ADDITIONAL INFORMATION

All Board Directors are encouraged to discuss any concerns regarding content or behaviour with the Board Chair, who may refer the matter to the CEO. Additional advice and best practices include:

- As a Board Director, all online actions will be perceived through the lens of their relationship with, and role within the OMA. As such, Directors should strive to uphold the OMA's values in everything they do and seek to further both its mission and strategic plan in online engagement. Directors shall ensure that engaging in dialogue via social media does not interfere with their fiduciary responsibilities as a director and is consistent with the OMA Directors Code of Conduct.
- Do not disclose or use OMA confidential information, particularly discussions and/or decisions from the Board that are not public. If unsure of the status of a particular item, consult with the Board Chair.
- Avoid political commentary and engagement, this could undermine the OMA advocacy and government relations strategies in place including ones approved by the Board.
- In the Bio area of one's social media account, include a disclaimer such as: "All thoughts and opinions are my own", however including this statement does not absolve the Board Director of their fiduciary obligations. As previously stated, Board Directors are perceived to be speaking on behalf of the organization and any activity on social media – whether for professional or personal reasons – reflects on the organization and its reputation.
- When dealing with negative comments, keep posts polite, kind, and unemotional – avoid knee-jerk reactions and seek input from the Board Chair if appropriate. Forward questions and concerns received to the Board Chair. Inform the individual that the issue has been raised within the organization and can provide a response if possible. Concerns that may fall under the Code of Conduct should be directed to the Board Chair immediately.
- The internet has an infinite memory - even when a post has been deleted, it still exists and may have also been screen captured. As a result, it is critical to think twice and post once. If something has triggered strong feelings, it is ultimately best to disengage and reapproach at a later time, if at all.
- Passwords should be changed regularly.

6. SUPPORTING/REFERENCED DOCUMENTS

USE TYPE	DOCUMENT TITLE
Mandatory	<i>OMA Directors' Code of Conduct</i>
Mandatory	<i>Board of Directors Charter</i>
Mandatory	<i>Information Confidentiality Policy</i>
Mandatory	<i>Information Security Policy</i>
Mandatory	<i>OMA Directors' Handbook</i>
Mandatory	<i>OMA Principles Guiding Member Interaction</i>
Mandatory	<i>Privacy Policy</i>
Mandatory	<i>Respect in the Workplace</i>
Mandatory	<i>Workplace Violence Policy</i>
Referenced	<i>OMA Mission, Vision & Values</i>
Optional	<i>Board Director Guidelines for Using Social Media [in development]</i>

7. RESPONSIBILITIES

POSITION	ACTIONS
Board	Approve Policy.
Policy Owner- Board Chair	Monitor compliance with the Policy by Directors. Obtain training for Directors if required.
Knowledge & Records	Review and provide additional metadata as required. Notify Policy Owner when Policy reaches its review date. Maintain original documentation and versions for archiving.
Board Directors	Acknowledge as required and comply with the Policy.

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Policy Owner: Strategic Affairs/MRAC

OMA BOARD OF DIRECTORS

February 24, 2021

Approved by _____

Approval Date _____