



PEO POLICY NUMBER: *Policy numbers will be assigned after Policy and Procedures Manual is completed.*

CORPORATE SOCIAL MEDIA POLICY	Approval Date: November 21, 2014
	Revised: March 27, 2015
	Approved by: Council
	Review Date: November 21, 2016

POLICY STATEMENT	Designated PEO representatives may publish content to PEO-branded and other social media to engage and serve those in the online community with an interest in PEO and the engineering profession.
PURPOSE	PEO’s Corporate Social Media Policy defines how PEO will present itself online, including the roles and responsibilities for authorized content providers using PEO-branded and other social media to engage and serve those in the online community with an interest in PEO and the engineering profession.
APPLICATION AND SCOPE	<p>This policy sets out the expectations for those authorized to publish on PEO’s behalf on social media, including:</p> <ul style="list-style-type: none"> • PEO President; • PEO Registrar; • designated issue-specific spokespeople; • designated PEO staff; and • PEO chapter executives <p>The content of this policy may evolve as PEO’s social media presence expands.</p>

<p>DEFINITIONS</p>	<p>Authorized Content Provider – refers to individuals authorized to publish content on behalf of PEO on PEO-branded and other social media. Such individuals include: the PEO President, Registrar, communications staff, and staff responsible for the Government Liaison Program, Student Membership Program, Engineering Intern Program, Chapters, Ontario Centre for Engineering and Public Policy, and any other programs that are required to engage directly with program participants or build a community of interest. Other spokespeople may be designated from time to time to publish on particular issues. Chapter executives are authorized content providers for their chapter’s social media accounts, if established.</p> <p>Confidential information – refers to all information that would be subject to the provisions of section 38 of the <i>Professional Engineers Act</i>.</p> <p>Moderation of content – refers to the prior review of online comments and content on PEO social media accounts by the account’s administrator.</p> <p>Monitoring of content – refers to the regular review of published content on PEO social media accounts by the account’s administrator.</p> <p>PEO-branded account – refers to a social media account on any platform established on behalf of PEO.</p> <p>Personal information – refers to any factual or subjective information in any form (print, electronic, digital, photographic, etc.) about an identifiable individual, such as, but not limited to: identification numbers (for example, passwords, social insurance numbers, account numbers), financial information, birth dates, ethnic origin, opinions, evaluations, comments or files, as described in the Personal Information Protection and Electronic Documents Act (PIPEDA) and PEO’s Privacy Policy.</p> <p>Privileged information – refers to information that flows through a relationship with legal counsel when an individual or organization seeks legal advice.</p>
---------------------------	---

Social media – includes numerous online communication channels and tools that enable interactive communications and information sharing, such as:

- Blogs
- Microblogs (Twitter, Tumblr)
- Podcasts
- Message boards and other community forums
- Streaming and online video
- Websites
- Social networking sites (Facebook, MySpace)
- Individual pages on social networking sites (Facebook “fan” pages)
- Professional networking sites (LinkedIn, Groupsite, Plaxo)
- Media repositories (YouTube, Flickr) and wikis

Third-party website – any website that is not owned, operated or co-sponsored by PEO.

Use or Publish – refers to the act of uploading and sharing information via social media. Such information may be in the form of:

- Comments
- Ratings
- Messages
- Blog or Twitter posts
- Status updates
- Photographs
- Graphics
- Audio files
- Videos
- Text files
- Presentations
- PDFs
- Hyperlinks

<p>CORPORATE SOCIAL MEDIA ACCOUNTS</p>	<p>One PEO-branded corporate/head office account will be established for the social media platform on which PEO is participating (e.g. Facebook, Twitter, LinkedIn). These accounts are created and managed by the communications department.</p> <p>Additional PEO-branded accounts related to association programs may be created subject to approval from the Registrar. Each PEO chapter may also create and maintain one PEO-branded account for any social media platform on which it is participating.</p> <p>To ensure that PEO’s identity is communicated consistently, the following naming protocols must be followed when creating PEO-branded social media accounts:</p> <ol style="list-style-type: none"> 1. Twitter: @PEO[Chapter] (example: @PEOLondon) 2. Twitter: @PEO[Program] (example: @PEOGLP) 3. Facebook/LinkedIn: PEO[Chapter] (example: PEO London) 4. Facebook/LinkedIn: PEO[Program] (example: PEO GLP) <p>Whenever possible, PEO-branded accounts established prior to this policy should be renamed according to the appropriate branding protocol. PEO’s manager, communications must be notified of any new or renamed PEO-branded account.</p> <p>PEO-branded accounts must adhere to PEO’s Graphics Standards. Any questions regarding PEO Graphics Standards should be directed to the manager, communications. Chapter accounts should use the chapter-specific logo provided for use in chapter communications (newsletters, letterheads, websites, etc.)</p> <p>The communications department will, upon request, assist designated PEO groups in establishing PEO-branded accounts and generating content. The department will also support the President and Registrar in managing their additional PEO-branded accounts, if established, for content related to PEO policy and operational issues, respectively.</p> <p>All PEO-branded accounts must comply with the social media platform’s terms of use/service, such as the ones found at</p>
---	---

	<p>http://www.facebook.com/terms.php or http://twitter.com/tos.</p> <p>PEO reserves the right to access and manage all related accounts. It also reserves the right to edit and delete content as appropriate.</p>
	<p>Only authorized content providers may publish information on behalf of PEO on any social media account in accordance with this policy.</p> <p>Published information must be accurate, clear, topical and relevant, and authorized content providers must frame contributions relating to PEO in terms of PEO’s agreed position on issues, where council has taken a position.</p> <p>If a PEO program or chapter creates a PEO-branded account, it becomes the administrator for that account and is responsible for ensuring that all content adheres to PEO’s Corporate Social Media Policy.</p> <p>PEO’s manager, chapters must be designated as an account co-administrator with full administrative privileges for any PEO-branded account established by a chapter.</p> <p>If a PEO social media account on a third-party website makes use of a moderation option, i.e. comments must be approved prior to being published, the account administrator must review all posts in a timely manner.</p> <p>Authorized content providers must ensure written permission from owners or copyright holders prior to publishing on PEO-branded or other social media accounts copyrighted or proprietary materials, such as music, art, photographs, videos or texts not owned by PEO.</p> <p>Unless an image is captured at a public PEO or local Chapter function or event, authorized content providers must ensure consent (via a Photo Release or Registration Form) is obtained from individuals whose images are identifiable prior to publishing such images on PEO-branded or other social media accounts. At all times, whether at a public PEO or local Chapter function or event, images</p>

	<p>of any individual under the age of 18 are not to be published on any PEO-branded or other social media account without written permission of a legal guardian.</p> <p>Authorized content providers must not publish confidential, personal or privileged information on PEO-branded or other social media accounts. Please consult with the PEO communications department if you are unsure if the information you are considering publishing is confidential, personal or privileged. All questions concerning personal information should be referred to PEO’s Chief Privacy Officer.</p> <p>Authorized content providers may not speak to the media on behalf of the association, unless authorized by the Registrar, another official spokesperson, or communications staff. Where such representatives receive inquiries relating to PEO through social media, they must forward the request for information to PEO’s communications department for follow-up.</p> <p>To maintain neutrality in PEO’s democratic processes, authorized content providers should not promote or oppose any person campaigning for election to PEO council or promote or oppose any referendum or ballot proposition.</p> <p>PEO councillors may post content on PEO-branded or other social media accounts using their own accounts and in accordance with PEO’s Corporate Social Media Policy.</p>
<p>TERMS OF USE</p>	<p>PEO’s Terms of Use (below) must be displayed to users or made available by hyperlink on all PEO-branded social media accounts.</p> <p>“The administrator(s) of each PEO social media account is responsible for monitoring content in a timely manner, which includes arranging for appropriate responses, when necessary, and ensuring all postings meet with PEO’s Terms of Use. Any post that violates these terms must be deleted by the account administrator as soon as possible and a note must be sent to the offending poster stating ‘Your recent post was removed for violating PEO’s Terms of Use, which are available at (insert link).’”</p>

	A note must also be added to the public page wall that a comment was deleted due to inappropriate content.
RELATED PEO POLICIES	The protocols included in this policy must be followed when authorized content providers publish content to any PEO-branded or other social media account. Authorized content providers must also conduct themselves in accordance with all other relevant policies, including, but not limited to, PEO’s Communications Policy and PEO’s Privacy Policy.