

Procedure:	Volunteer Mississauga Brampton Caledon (Volunteer MBC)
Section:	
Title:	PUBLIC ELECTRONIC COMMUNICATIONS POLICY
Date(s) of review:	
Approval Date:	Passed by the Board of Directors on February 26, 2024.

Purpose

Statements you make in a public forum, when you are known to be an employee or volunteer with Volunteer MBC (internal), may have a serious impact on the reputation, relationships, and operations of Volunteer MBC. Discretion is necessary.

Application

This policy applies to employees (full or contract) or volunteers working for the Volunteer MBC (including directors).

This policy applies to communications:

1. on behalf of Volunteer MBC or using a Volunteer MBC account; or
2. not on behalf of Volunteer MBC (personal communications) that:
 - a. on any public forum, including social media (e.g., Facebook, Instagram, X, LinkedIn, YouTube, etc.), chat or blog services, websites, or any similar forum; and
 - b. whether the communication is accessible by the general public or a limited group; and
 - c. if you hold yourself out as an employee or volunteer with Volunteer MBC (internal) or the audience (or any part thereof) may reasonably know or subsequently may learn you are an employee of or volunteer with Volunteer MBC.

Communications on Behalf of Volunteer MBC

Communications on behalf of Volunteer MBC or using a Volunteer MBC account shall be authorized:

- a. in the case of Directors, by the Board or a person delegated by the Board; and
- b. in the case of an employee or other volunteer, by the Executive Director or a person delegated by the Executive Director

If you are uncertain as to who may authorize the communication, seek advice from your supervisor or the Executive Director of Volunteer MBC. Directors should consult the President or the Board.

Such communications shall be consistent with the guidelines set out below but also shall be reflective of other Volunteer MBC policies.

Guidelines for Communications Not on Behalf of Volunteer MBC

In light of the above concerns, we expect that you will observe the following guidelines:

1. Make it clear to your audience that the views you express are yours alone and that they do not necessarily reflect the views of Volunteer MBC. To help reduce the potential for confusion, you should put the following notice or something similar in a reasonably prominent place on your site or post:

The views I express are mine alone and ought not be considered as originating from Volunteer MBC.

If you do put a notice on your page and or site, you need not put it on every page, but please use reasonable efforts to draw attention to it.

This is especially important where the topic may be considered controversial.

2. Do not disclose any information that is confidential or proprietary to Volunteer MBC or of any third party that has disclosed information to us. Volunteer MBC's Confidentiality Policy applies.
3. We expect you will be as respectful to Volunteer MBC, our employees, our clients, our partners and affiliates, our Members, and others (including our competitors), as Volunteer MBC itself endeavours to be.
4. Volunteer MBC is committed to principles of anti-discrimination and diversity, equity and inclusion. Volunteer MBC also has anti-harassment policies. Do not make statements grossly inconsistent with these principles and policies.
5. Do not make a false claim, expressly stated or implied to be factual, that may harm the reputation of Volunteer MBC, an individual, business, product, group, government or nation. (This could lead to civil or criminal actions against you.)

Consequences of Breach

Breach of this policy may result in discipline, up to and including termination of employment or volunteer status, for cause.

Questions

If you have any questions about these guidelines or any matter related to your site that these guidelines do not address, please direct them to your supervisor.