

Social Media Policy Directors and Volunteers

The purpose of this policy is to ensure that if/when RECO Directors and volunteers engage in social media¹ they do so in an appropriate manner.

RECO respects the rights of its Directors and volunteers to use social media tools in both their personal and professional lives; however, Directors and volunteers must adhere to the terms and conditions set out in this policy. Each year, all Directors on the Board of Directors of RECO and volunteers on Committees will sign an undertaking agreeing to be bound by the terms of this policy.

RECO reserves the right to monitor social media sites. Directors and volunteers should not expect any posts or comments they publish on any social media sites to be private. Directors and volunteers must not disclose any personal, confidential², or proprietary information about RECO, its members, employees, volunteers, or others associated with RECO.

Directors and volunteers must demonstrate professionalism, honesty, fairness and integrity at all times in these online settings. Directors and volunteers are prohibited from posting content on social media sites that may be considered offensive (i.e. obscene, harassing, mean-spirited, menacing, disrespectful, discriminatory, fraudulent, invasive of privacy, infringing on intellectual property rights or otherwise injurious or objectionable).

Directors and volunteers using social media must comply with all of RECO's written rules and policies for Directors and volunteers as published in the RECO Policy Manual. Directors and volunteers using social media are responsible for ensuring they comply with all applicable legislation, such as privacy legislation, the *Competition Act*, and the *Copyright Act*.

Directors and volunteers using social media must respect copyrights, trademarks, rights of publicity and other third party rights. Director and volunteers' online use of RECO's trademarks must comply with the rules for proper usage set out by RECO. Caution must be taken when publishing text, photographs, video, or other content that was not created by RECO. Written permission must be obtained from the original author of any other content intended to be published online.

1 For the purposes of the policy, "social media" means any facility for online communication and commentary, including but not limited to the following:

- Social networking sites (e.g. Facebook, LinkedIn);
- Video and photo sharing website (e.g. Flickr, YouTube);
- Micro-blogging sites (e.g. Twitter);
- Blogs (including corporate blogs, personal blogs and comments);



- Online forums and discussion boards; and
 - Online encyclopedias (e.g. Wikipedia).
- 2 Confidential information includes unpublished details about RECO products and projects, financial information, research, trade secrets, etc.