

OMVIC Policy No.: C8 - 2016

PERSONAL USE of SOCIAL MEDIA

Approved July 21, 2016

1. INTRODUCTION

OMVIC strives to maintain a positive corporate image, and has adopted the social media policy outlined below to ensure that staff, board (OMVIC and MVDCF) and Discipline and Appeals Committee (DAC) members are aware of their responsibility as representatives of our organization. OMVIC employees, board and DAC members are expected to comply with the guidelines set out within this policy.

Willingly or not, staff, board and DAC members may continue to be associated with OMVIC outside of regular business hours, and must therefore conduct themselves in a manner that is in keeping with an accountable public body.

The Social Media Policy applies to all OMVIC staff, board members, including members of the OMVIC Board, Motor Vehicle Dealers Compensation Fund Board of Trustees, and Discipline and Appeals Committee members.

2. DEFINITIONS

Social Media forms of electronic communication through which users create online communities to share information, ideas, personal messages and other content. These include but are not limited to; Facebook, Twitter, LinkedIn, Instagram, Snapchat, and YouTube.

3. Personal Use of Social Media

- a. OMVIC staff, board and DAC members who maintain personal social media pages or accounts are personally responsible for their online posts and may be held responsible for on-line posts in which they are depicted or referenced. They may associate themselves with OMVIC but must brand their online posts as personal. OMVIC will not be liable for unauthorized posting or any posting that breaches this policy.
- b. Inflammatory comments, unprofessional or disparaging remarks about OMVIC, its employees, stakeholders, registrants or vendors may result in disciplinary action, up to and including termination.
- c. Inappropriate comments, photographs, links, etc. should be avoided.

- d. Posts, comments, statements or similar online representations involving the following will not be tolerated and may result in disciplinary action, up to and including termination:
- Proprietary and confidential company information
 - Discriminatory statements or sexual innuendos regarding co-workers, management, stakeholders, customers, or vendors
 - Defamatory statements regarding the company, its employees, customers, competitors, or vendors
 - Remarks reflecting discriminatory or hateful points of view
 - Profanity
 - Any representation deemed unacceptable by OMVIC
- e. OMVIC staff, board and DAC members are prohibited from speaking on behalf of the organization, releasing confidential information, releasing news, or communicating as a representative of the organization without prior authorization to act as a designated OMVIC representative.
- f. Use of personal social media should not conflict with OMVIC's statutory obligations, contractual obligations, Privacy Code or policies whatsoever.
- g. Staff should not let use of social media affect their job performance.
- h. Staff, board or DAC members are prohibited from using OMVIC protected materials (copyright material, branding and/or logo(s)) without prior written permission.
- i. Staff, board and DAC members should also be aware that many registrants, consumers and others frequently use mobile phones and other devices to take photographs or make recordings. Employees should always represent OMVIC in a positive and professional manner so negative images/videos are not posted on social media sites of others.
- j. Staff, board or DAC members should avoid being photographed or recorded acting inappropriately or unprofessionally.

4. General

This policy is not intended to interfere with the private lives of staff, board or DAC members, or impinge their right to freedom of speech but rather to maintain and protect OMVIC's image and brand.

Staff, board or DAC members who breach this policy may be subject to disciplinary action, up to and including termination.

OMVIC retains discretion on the interpretation and application of this policy.