

<b>SUBJECT:</b> External Communications	<b>POLICY NO:</b> INT-22	<b>LAST REVIEWED:</b> February 2021
<b>APPROVED BY:</b> Executive Board	<b>MANAGED BY:</b> Director of Marketing and Communications	<b>NEXT REVIEW:</b> February 2023

## **SUMMARY**

### **Policy Statement**

BCITSA utilizes many mediums to produce external communications to share with its members, and the broader community. BCITSA commits to a consistent process in which these communications are distributed properly.

### **Purpose of This Policy**

The purpose of this Policy is to:

- Define the individuals responsible for overseeing and distributing external communications
- Outline the standards when producing external communications

### **Application of This Policy**

This Policy applies to all employees, Executives, Councillors, and any individual speaking with authority on behalf of the BCITSA.

### **Related Documents and Legislation**

BCITSA

- SL-6 - Privacy Policy

### **Forms Associated With This Policy**

N/A

### **Amendment History**

- Created 2018-02-26
- Amended 2021-02-15

**DEFINITIONS**

N/A

**DUTIES AND RESPONSIBILITIES**

**Director of Marketing and Communications**

The Director of Marketing and Communications is responsible for the interpretation and enforcement of this Policy.

**Marketing Strategist**

Marketing Strategist are responsible for monitoring social media use on behalf of the BCITSA as per this Policy.

**POLICY**

**1. Communications**

**1.1. Approval of External Communications**

- a.** Prior to engaging in any external communications through an official BCITSA communication medium, employees shall obtain written or verbal approval from either of the following individuals:
  - i.** Director of Marketing and Communications
  - ii.** Executive Director
  
- b.** Where an employee’s day-to-day role requires the regular or ongoing use of communication mediums described in section 1.3.a of this Policy, the Director of Marketing and Communications or the Executive Director may waive the requirements of section 1.1.a of this Policy with respect to one or more of the mediums described in section 1.3.a of this Policy.

**1.2. Discipline**

- a.** If an employee defames the character of, or intentionally misrepresents BCITSA or any BCITSA employee, they shall be subject to discipline up to and including termination of employment.

**1.3. Official BCITSA Communication Mediums**

- a. BCITSA communication mediums shall include, but not be limited to:
  - i. Print or electronic publications (including e-blasts and newsletters)
  - ii. Speeches
  - iii. Interviews
  - iv. Social media (i.e. Facebook, Twitter, LinkedIn)
  - v. Online discussion groups
  - vi. Comments to the press
  - vii. Discussions with members of industry associations or professional associations

**1.4. Legal Inquiries**

- a. BCITSA recognizes that it is bound by municipal, provincial and federal legislation which shall supersede this Policy in the event of any conflict.
- b. In the event of a legal inquiry, the Executive Director, or in their absence, the Director of Finance, shall act accordingly, while maintaining appropriate controls over the sharing of data and protection of Personal Information as per Policy SL-6 – Privacy Policy.
- c. Only the information required shall be released in a secure manner. Such information shall be released only to those deemed necessary as per the scope of the legal inquiry.

**2. Protection**

**2.1. Protection of Information in External Communications**

- a. BCITSA external communications shall be controlled in such a way as to protect and preserve the interests of the BCITSA. Information shall be managed to prevent unauthorized disclosure, modification, destruction, or use.
- b. BCITSA proprietary information shall be provided adequate physical or digital security, recovery abilities, electronic access controls, and non-disclosure agreements.

- c.** Written or electronic approvals shall be obtained from the Executive Director or Director of Marketing and Communications before proceeding with any of the following:
  - i.** External communications distributed via print media;
  - ii.** General or specific advertising;
  - iii.** Initiation of any campaign that will receive financial support from BCITSA or in which BCITSA will play a significant role; or
  - iv.** BCITSA information that is communicated, shared or processed by vendors, customers, or third-party providers.
  
- d.** For further clarity, any Personal Information collected by the BCITSA shall also be subject to Policy SL-6 – Privacy Policy.

**PROCEDURE**

**1. Communication Procedures**

**1.1. Social Media Guidelines**

- a.** As it relates to usage of the official BCITSA social media channels, employees shall adhere to the following organizational principles:
  - i.** Employees shall only use social media during work hours should their position require it;
  - ii.** Employees shall ensure that any content posted on behalf of BCITSA is consistent with BCITSA’s professional image and organizational values;
  - iii.** Employees shall be accountable for their actions on social media including, but not limited to:
    - 1.** Posting on BCITSA feeds;
    - 2.** Commenting on others’ posts while logged in as BCITSA or acting in an official capacity on behalf of the BCITSA;
    - 3.** Direct messaging with other users;
  - iv.** Employees shall be respectful, genuine and take responsibility for any errors made on social media; and
  - v.** Employees shall not post or comment anything that may be considered defamatory, obscene, libelous, threatening, harassing, discriminatory, or that infringes on copyright or otherwise unlawful circumstances.

- b.** If an employee is found to have posted anything that may be considered in violation of the above criteria, they shall be disciplined up to and including termination of employment.
- c.** BCITSA reserves the right to remove any posts or comments from outside users on BCITSA pages/channels should they be deemed inappropriate, threatening, or spam that promotes an outside product and/or service.