



**Policy Section 2: BOARD STRUCTURE AND RESPONSIBILITIES**

**Policy # 2.6**

**Policy Title: Social Media**

**Date of Origin: April 2017**

**1. Purpose:**

To provide direction to Flower Cart Group Board members on the use of personal social media applications in regard to Flower Cart Group matters.

**2. Definitions:**

**2.1 Social Media**

- websites and applications that enable users to create and share content or to participate in social networking.
  
- forms of electronic communication through which users create on-line communities to share information, ideas, personal messages and other content.

**3. Detailed Policy Statement:**

- 3.1 For Flower Cart Group’s purposes, social media in its various applications provides the ability to promote its brand, to engage in discussion with the broader community on issues of importance and to keep an audience informed of ongoing operational and strategic matters. In addition to its website, The Flower Cart Group subscribes to Facebook, Twitter and Instagram. Authority to post on these “corporate” accounts rests solely with the Executive Director and/or his/her designate.
- 3.2 The nature of social media is such that on-line interactions are deeply interwoven. Corporate and personal posts are made within a complex web where one cannot be separated from the other. Flower Cart Group Directors individually subscribe to a variety of personal social media applications; networks are myriad and posts are instantaneous. For these reasons, Directors are to be mindful of this policy when addressing Flower Cart Group matters through their personal accounts. It is incumbent on all concerned to realize that this policy is meant to protect the interests of the organization and those associated with it.

**4. Implementation:**

- 4.1 Flower Cart Group Board members are not authorized to post on corporate social media applications.
- 4.2 Posts on Flower Cart Group social media applications may only be made by the site administrators.
- 4.3 Directors’ own social media posts must uphold the organization’s reputation by consistently supporting Flower Cart Group values, purposes and messages.
- 4.4 Directors are encouraged to pass on Flower Cart Group good news stories via their own social media means.
- 4.5 Directors will ensure that Flower Cart Group proprietary and other confidential information does not appear in their social media posts.
- 4.6 Directors will refrain from making any post containing insulting, degrading, unprofessional, defamatory remarks, sexual innuendo, inappropriate images etc. involving the Flower Cart Group family, enterprises and/or other Flower Cart Group matters. Offenders will be subject to counselling and/or disciplinary action up to and including dismissal.
- 4.7 Directors engaging in discussions, offering opinions, taking a position etc. on Flower Cart Group matters through their personal social media accounts and who are not authorized to speak officially on behalf of The Flower Cart Group, are required to make a disclaimer to that effect.

**5. Applicability:** Board of Directors

**6. Policy Authority:** Board of Directors

**7. Related Policies, Procedures and Documents:**

Policy 2.4 – Confidentiality of Information

**8. Record of Amendments:**

<u>Revision #</u>	<u>Summary of Revision</u>	<u>Date Approved</u>
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