



Policy Section 2: BOARD STRUCTURE AND RESPONSIBILITIES

Policy #: 2.5

Policy: Social Media

Revision: Rev 1

Approval: April 27, 2021

1. Purpose:

- 1.1 To provide direction to Directors of The Flower Cart Board on the use of personal social media applications regarding Flower Cart matters.

2. Definitions:

2.1 Social Media:

- 2.1.1 websites and applications that enable users to create and share content or to participate in social networking.
- 2.1.2 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 the purposes of The Flower Cart, 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 subscribes to Facebook, Twitter, and Instagram. Authority to post on these “corporate” accounts rests solely with the Executive Director and/or their 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 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 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 Directors of The Flower Cart Board are not authorized to post on corporate social media applications.
- 4.2 Posts on The Flower Cart 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 The Flower Cart values, purposes, and messages.
- 4.4 Directors are encouraged to pass on Flower Cart good news stories via their own social media means.
- 4.5 Directors will ensure that The Flower Cart's 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 family, enterprises and/or other Flower Cart 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 matters through their personal social media accounts and who are not authorized to speak officially on behalf of The Flower Cart, are required to make a disclaimer to that effect.

5. Applicability:

- 5.1 Board of Directors

6. Policy Authority:

- 6.1 Board of Directors

7. Related Policies, Procedures and Documents:

- 7.1 Policy 1.6 – Risk Management Policy
- 7.2 Policy 2.1 – General Duties of the Board of Directors
- 7.3 Policy 2.1.1 – General Duties of Individual Directors
- 7.4 Policy 2.2 – Code of Conduct
- 7.5 Policy 2.3 – Conflict of Interest

7.6 Policy 2.4 – Confidentiality of Information

7.7 The Flower Cart Risk Management Plan

8. Record of Amendments:

Revision #	Summary of Revision	Date Approved
Rev 0	Original Issue	April 25, 2017
Rev 1	Reviewed and Updated	April 27, 2021