

# POLICY

## Social Media

### Preamble

The Association of Canadian Pension Management (“ACPM”) is committed to transparency and honesty in all of its communications with its members, stakeholders and the general public. Our interest in participating in social media is to develop and enhance relationships with our members and stakeholders.

Therefore, ACPM is adopting this Social Media Policy (“Policy”). It applies to all Association staff, directors, volunteers, members, independent contractors, agents, speakers, writers, bloggers, talent, promoters and any other individual or entity engaged in activities on behalf of ACPM, whether they are engaged by ACPM directly, or through an agency, representative of an agency, subsidiary, or franchise (above to be collectively referred to as “Advocates”).

This Policy is intended to outline the policies and procedures of ACPM with respect to any and all of its advertising, public relations, promotional or professional communications. It is also intended to address endorsements and testimonials made by Advocates about ACPM, and/or its products, activities, services or membership, whether those endorsements and testimonials are made through “traditional media,” such as broadcast and print or “new media,” including the categories of “social media,” such as websites, blogs, mobile applications or any other form of media that may be used and is accessible by the general public.

Advocates are legally responsible for their opinions, comments or content and, as such, can be held personally liable for any commentary deemed to be defamatory, obscene, proprietary to, owned by or libelous to ACPM, its members, suppliers, partners, stakeholders or any other person or entity.

For these reasons, there will be no tolerance for exaggeration, obscenity, unfounded conclusions and derogatory remarks or characterizations. In addition, it should be noted that, given electronic and technological storage capacities, any opinions, comments or content could remain public and be archived, stored and retrievable indefinitely, possibly in locations that are electronically and/or physically inaccessible. Any breach of this Policy may lead to discipline, up to and including termination of employment or, where applicable, the contract or any form of engagement between the Advocate and ACPM.

### 1.0 Social Media - Definition

Social media, in the context of this policy, consists of internet-based and mobile-based electronic technologies which facilitate the interactive communication and content generation for organizations, communities, and individuals. These technologies may include email, instant messaging/texting, publications, specialized and general discussion forums, weblogs (blogs), podcasts, images and video and/or audio recordings.

### 2.0 Standards of Conduct

With respect to statements or other claims made in communications about ACPM and/or its products, activities, services or membership, Advocates should adhere to the following principles:

- a) Advocates shall not make deceptive or misleading claims about ACPM’s products, activities, services or programs;
- b) Advocates shall not engage in any communication that is defamatory or infringes upon the intellectual property or privacy rights of others;
- c) Advocates shall not make publically offensive comments that have the purpose or effect of creating an intimidating or hostile environment, including falsifications about ACPM, its Advocates or stakeholders;
- d) Advocates shall not use ethnic slurs, personal insults, obscenity, or other offensive or discriminatory language and should ensure that their comments do not incite others to make discriminatory, harassing or other unprofessional comments;
- e) Advocates must adhere to Terms of Use and posting guidelines when posting content on behalf of ACPM;
- f) Advocates must adhere to any specific additional guidelines provided by ACPM.

### **3.0 Disclosure Requirements**

- a) Advocates must disclose any material connections to ACPM in communications concerning ACPM and/or its products, activities, services or programs, when it is not apparent to the reasonable individual that a material connection exists between ACPM and Advocates;
- b) Advocates who post their own opinions, comments or content about ACPM, and/or its products, activities, services or programs, should express that their views do not necessarily represent those of ACPM;
- c) All independent opinion, comments or content must be delineated clearly with appropriate consideration given to the limitations and nature of the respective media platform in use at the time.

### **4.0 Trademarks and Intellectual Property**

Any trademarks, logos or other proprietary materials that may be provided to or acquired by an Advocate from or about ACPM shall only be used in accordance with any guidelines provided by ACPM. Advocates shall not post any such materials without explicit permission from ACPM.

### **5.0 Confidentiality**

Advocates may not disclose ACPM's proprietary or confidential information, including, but not limited to, ACPM development plans, policies, strategies, financials or other items that have not previously been made public by ACPM. Advocates shall not publish personally identifying information including private and/or personal email addresses, street addresses and private facts about any person.

Advocates should contact ACPM for clarification on whether specific information has been publicly disclosed before commenting, blogging or uploading content of the information.

### **6.0 Press Enquiries**

Media enquiries of any kind, whether from new or traditional media organizations, should be referred to ACPM using the Notice information below. Advocates shall not engage in any discussions or correspondence with the media without first consulting and receiving the approval of the appropriate authorized ACPM representative.

### **7.0 Monitoring Social Media**

ACPM regularly monitors the use of its name, and reserves the right to monitor Advocate use of social media.

### **8.0 Notice**

Any questions concerning the contents of this Policy should be referred to:

Kismet Baun, Manager of Communications  
Association of Canadian Pension Management  
1255 Bay Street, Suite 304, Toronto, ON M5R 2A9  
Ph: 416-964-1260, ext 225  
Email: kismet.baun@acpm.com

### **9.0 Right to Modify Policy**

ACPM reserves the right to amend this Policy at any time. In the event of a dispute as to the interpretation of this Policy, ACPM's interpretation shall be final.

### **10.0 Effective Date**

This Policy is effective immediately and was last updated July 13, 2012.