



POLICY ID	BP-C-02	SUBJECT	SOCIAL MEDIA
SECTION	COMMUNICATIONS		
EFFECTIVE DATE	OCTOBER 1, 2018	REVIEW CYCLE	EVERY 5 YEARS
DATE AMENDED	FEBRUARY 25, 2024	NEXT REVIEW	SPRING 2028
POLICY APPROVED BY		BOARD OF GOVERNORS	

Policy

Social media is a powerful medium and interactions must be carefully curated, including personal social media accounts and social media channels proprietary to the CCEB. Only CCEB authorized and designated spokespersons are permitted to post content directly to CCEB proprietary social media channels. Unauthorized individuals must refrain from engaging in matters related to the CCEB, the CCEB examinations, processes of the CCEB or CCEB employees, contractors, volunteers, candidates and/or Governors.

Purpose

Protecting the reputation of the CCEB, the CCEB examinations, and processes, is essential to organizational integrity and member confidence. This Policy establishes a systematic approach to the use of social media.

Definitions:

In this policy:

“*Breach*” means a failure to adhere to the ‘Process’ section of this policy.

“*CCEB*” means the Canadian Chiropractic Examining Board.

“*CEO*” means the Chief Executive Officer (CEO) of the CCEB.

“*Media and Communication Channels*” means media agencies, public forums and/or CCEB public meetings (e.g. AGM), and any other social media platforms (including but not limited to Facebook, Instagram, LinkedIn, Twitter, etc.)

“*Public Statement*” means any verbal or written message, or declaration, made in any public forum that relates to the CCEB, its employees, volunteers, candidates or examinations. This includes any instances when an individual could be interpreted as speaking publicly on behalf of the organization and/or providing a position on behalf of the CCEB.

“*Social Media*” means forms of electronic/digital communication through which users create networks, distribute content, images, videos and or personal messages. (Examples include, but are not limited to, Facebook, Instagram, LinkedIn, and Twitter.)

Process

1. Only CCEB authorized and designated spokespersons are permitted to post content directly in response to CCEB-related matters in social media.
2. Photographs taken at CCEB events or of CCEB personnel, volunteers, and contractors may not be posted on social media or anywhere online at any time and in any context, with the exception of the officially published CCEB Annual Report which is posted with the authorization of the CCEB CEO and CCEB Chair on the CCEB website.
3. Where a Board member, volunteer, or employee notices a media, or social media, source referencing the CCEB, or the CCEB examinations or the online posting of photos related to the CCEB, they will immediately notify the CEO.
4. The CEO shall consult with the Chair with respect to the appropriate spokesperson and response, if any.
5. Where a Board member, volunteer, contractor or employee has a media or social media presence in a personal capacity, or on behalf of another organization, they must not comment on or post content, including photographs and comments, that could be perceived as an official representation or statement of the CCEB or compromise the privacy of the persons included in the photographs, comments, or other content.
6. In respect of their position of leadership in chiropractic in Canada:
 - a. Board members and employees shall refrain from engaging in commentary, discourse, debate or controversy, over social media, with respect to matters that relate to the CCEB, CCEB candidates or the CCEB examinations.
 - b. Board members and employees shall use due care when engaging in social media on matters related to Chiropractic and:
 - i. Must clearly state that the views expressed are personal and do not represent the views of the CCEB.
 - ii. Must avoid matters of controversy, such as matters that have not been settled scientifically.

Scope

This Policy applies to the Board of Governors, volunteers, contractors and consultants, and employees working for the CCEB.

Responsibility

Approval: The Board of Governors is responsible for approving this policy and any changes hereto.

Consequences of non-compliance: Any breach of this policy may be considered misconduct. Misconduct by staff will be reviewed and determined by the CEO; misconduct by individual Governors will be mutually reviewed, and determined, by the Board of Governors, Chair and CEO. In either case misconduct may result in disciplinary steps being taken, including dismissal from employment, or the Board, and/or seeking financial compensation, or both.