

## Policy Title

### Corporate Social Media Policy

## Statement of Principles

Designated Professional Engineers Ontario (PEO) representatives may publish content to PEO-branded social media to engage and serve those in the online community with an interest in PEO and engineering regulation in Ontario.

## Purpose

This policy defines how PEO will present itself online and the roles, responsibilities and consequences for non-compliance for authorized users of PEO-branded social media accounts.

## Application and Scope

This policy applies to staff members who are authorized to publish social media content on PEO's behalf. Authorized users include:

- CEO/registrar
- VP, Policy & Governance
- Director, Communications
- Manager, Communications
- Digital Communications Specialist

In circumstances where none of the above individuals are available, delegation of social media duties to another communications staff member is permitted.

## Definitions

- Social media accounts: Official social media accounts (LinkedIn, Facebook, YouTube, X [formerly Twitter], and other platforms) administered by PEO.
- Authorized users: Staff members designated to post content or manage interactions on PEO's social media accounts.

## Policy Statement

### Roles and Responsibilities:

- Director, Communications: Oversee the social media strategy and approve messaging on sensitive or high-risk topics.
- Manager, Communications and Media Relations: Ensure day-to-day compliance with policy, approve content planning and supervise issue management.
- Digital Communications Specialist: Create and execute social media plans, draft and post approved content, monitor account activity and report on engagement metrics.
- Delegated staff: Carry out social media responsibilities under the guidance of an authorized user on an as-needed basis.
- CEO/registrar and VP: Executive-level oversight to ensure consistency and alignment with strategic goals.

**Use of social media accounts:** Only authorized users are permitted to post content or respond on behalf of PEO through its social media accounts. All content must be professional, accurate and aligned with PEO's strategic goals and brand guidelines. These channels are intended to inform and engage stakeholders.

about PEO and engineering regulation in Ontario and are used for general information, public outreach and education. Staff are strictly prohibited from sharing confidential or unverified information, including but not limited to information described in section 38 of the *Professional Engineers Act* ("Confidentiality"). Personal opinions should never be posted using PEO's social media accounts.

**Monitoring and engagement:** Authorized users are responsible for regularly monitoring PEO's social media accounts. Any content that is inappropriate, misleading or poses a reputational risk should be flagged immediately. Potential issues must be escalated to the manager, communications and media relations and/or director, communications to ensure consistent and coordinated responses.

#### **Consequences for Non-Compliance**

Failure to comply with this policy may result in disciplinary action and termination of employment in accordance with the Staff Code of Conduct. PEO reserves the right to remove or edit any post made on PEO-branded social media accounts that does not meet policy standards or may harm the reputation of the organization.

#### **Related Documents and Forms**

PEO Social Media Terms of Use

#### **Related Policies**

Staff Code of Conduct

Communications and Media Relations Policy

#### **Monitoring and Review**

**Approved by:** PEO Council

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**Effective date:** June 20, 2025

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