



## **PURPOSE:**

This policy is intended to ensure that, as part of their online presence, OCA directors and officers are:

- aligned with the brand of the association;
- practicing within the CCO scope and standards of practice

This policy is intended to mitigate the risk that the OCA's credibility will be called into question by the media, public or any other stakeholder due to gaps between how directors and officers may be conducting themselves online, and what the OCA stands for in representing the profession within Ontario.

## **POLICY:**

All OCA directors and officers must conduct themselves in a manner that is in keeping with their role as a director or officer of the OCA in all online situations.

All current directors and officers, and all director and officer nominees, will have their personal and professional online presence audited on a periodic basis.

This audit applies to any publicly accessible social media accounts, online advertising, and online comments, social media posts, and other forms of online dialogue that are accessible to the public.

All reviews will be carried out by Staff under the direction of the CEO.

## **PROCEDURE:**

### **Nominee Procedure:**

Each director or officer nominee will be provided with a copy of this policy at or prior to their nomination and asked to consent in writing to have his or her personal and professional online presence audited according to this policy. If a nominee does not provide that consent in a timely manner, the matter will be referred to the Board for discussion and decision about next steps.

Each director or officer nominee that has provided written consent will have his or her personal and professional online presence audited according to this policy. The initial audit will occur shortly after their nomination (or prior to their nomination, if reasonably possible). Further audits

will occur periodically until such time as the nominee's election or appointment, provided that an audit will occur just prior to their election or appointment.

The Chair of the Board will be apprised of the outcomes of the audits and will contact the nominee as soon as reasonably possible about any concerns – including to encourage the nominee to remove or address any materials that may jeopardize the credibility of the OCA ahead of the nominee's election or appointment. The Governance Committee will also be apprised of this information.

If after being contacted about any concerns raised by an audit, the nominee refuses to address the concerns in a manner that is satisfactory to the Chair, the issue will be brought to the full Board for discussion and decision about next steps.

#### **Director and Officer Procedure:**

Each director and officer will have his or her personal and professional online presence audited according to this policy. The audits will occur at least once every 6 months.

The Chair of the Board and the Chair of Governance Committee will be apprised of the outcomes of the audits. If the Governance Committee is of the view that the audit raises concerns, the Chair of the Governance Committee will contact the director or officer as soon as reasonably possible about those concerns – including to encourage the director or officer to remove or address any materials that may jeopardize the credibility of the OCA. If an audit raises concerns about the Chair of the Governance Committee, the Chair of the Board will be responsible for contacting the Chair of the Governance Committee.

If after being contacted about any concerns raised by an audit, the director or officer refuses to address the concerns in a manner that is satisfactory to the Chair of the Governance Committee or the Chair of the Board (based on whichever of them is contacting the director or officer in question), the issue will be brought to the full Board for discussion and decision about next steps.