



# TICOT Social Media Policy

The Imperial Court of Toronto recognizes that many members regularly use social networking sites (including, but not limited to - Facebook, Twitter, Instagram, Tumblr, Pinterest, LinkedIn, RedIt and YouTube) and online Web logs (Blogs) in their personal and professional lives. Social media includes all of these platforms, as well as, commenting in online forums or in comment threads in articles posted online. This policy sets forth expectations on how TICOT members and volunteers should behave online.

TICOT actively utilizes social media channels to communicate with the general public and our supporters to engage them in supporting our mission and spreading our messages. Social media allows our members and volunteers to raise awareness of our work, our mission, and facilitate interactions with colleagues, event participants, sponsors, beneficiaries, and the general public. We welcome you to help promote TICOT online. This policy establishes both rules and guidelines to ensure our online communications remains respectful, responsible, credible and authentic - without crushing creativity or stifling the open exchange of ideas. TICOT welcomes everyone to engage with our online communications. Our messages will spread most effectively with your involvement and participation. Members and volunteers are expected to follow these guidelines using their very best personal and professional judgment.

Please also keep in mind that anything you do online can be requested by government authorities as part of legal actions, or in court cases, so please exercise good judgment and **think before you post**. What you do online is your business, though it can have an impact on the court and your reputation.

TICOT encourages members to become involved with social media and find ways to integrate it into their support of TICOT. As with any form of communication, use your judgment - do personal postings on your own pages and find ways to engage your networks to support the work that TICOT is doing. If you have any questions about any of these rules, please speak with the Anyone on the executive committee or on the Social Media Committee.

Violations of this policy may lead to disciplinary action up to and including termination of membership.

1. TICOT abides by all copyright and fair use laws and you should as well. Do not post anything that would violate any copyright.
2. Unless commenting in an official capacity (in collaboration with the Board of Directors or Social Media Committee) please do identify your TICOT affiliation and also note that the views expressed are in your own individual capacity and do not represent the views of TICOT. Use this language when commenting on your own - "The views expressed are my own, and are not on behalf of TICOT."
3. Be very mindful of confidentiality rules and never discuss the business of TICOT membership under any circumstances. If you are not sure if information is or is not confidential, please consult with the Executive. Violation of confidentiality is serious and could be grounds for termination of membership.
4. Please be aware that content published online is available publicly for a long time, if not forever. Do not say anything online that you are not willing to account for fully and remember, anything posted online can be shared and sent around the world.



5. Please be smart and always think of possible consequences of your posts and comments.
6. DO NOT create a TICOT page on any site without authorization - speak with the Executive and/or Social Media Director. TICOT needs to be aware of any and all TICOT pages and profiles on all social media sites across the Internet.
7. Refrain from political endorsements or commentary on using TICOT credentials, i.e. do not make political statements, post about your political beliefs, or endorse candidates for office in your capacity as a member of TICOT. Keep in mind TICOT is a non-profit and does not (and cannot) make endorsements. Avoid any appearance of impropriety and use good judgment.
8. Be transparent when discussing TICOT or any issues in which we are involved on social media sites, please disclose your connection to TICOT, keep our messaging guidelines in mind when commenting, and also please state clearly that you are posting in your individual capacity and that the views posted do not represent the views of TICOT.
9. Participate in conversations and write on topics online on which you are knowledgeable - engage your audience with questions and discussion topics. Part of our missions at TICOT is to educate people about our organization, charities and their work. Your discussion of these important topics reflects on TICOT and the work we do. If people ask questions, respond promptly and politely.
10. Please respect your audience and do not behave in inappropriate ways. Do not use ethnic slurs, personal insults or profanity. Do not engage in any conduct that would not be acceptable at TICOT meetings and events. Please show proper consideration for the privacy of others and avoid inflammatory or objectionable topics.
11. Correct your own mistakes if you make them. Treat anything you post online as a journalist would and provide support for your argument and own up if you make a mistake and apologize.
12. Do not pick fights online.
13. Treat others with respect. The same standards of conduct that exist for TICOT members at events and meetings, exist for you online.
14. Do not troll - Trolling is defined by Wikipedia as “posting inflammatory, extraneous, or off-topic messages in an online community, such as a forum, chat room, or blog, with the primary intent of provoking readers into an emotional response or to otherwise disrupting normal on-topic discussion.”
15. Use your best judgment when posting online, i.e. do not publish attacks on fellow or former members. Be professional. Remember, anything you do online can be seen by anyone.
16. TICOT members and volunteers are encouraged to “like” TICOT on Facebook, follow us on Twitter, Instagram, Tumblr and subscribe to our YouTube channel. Your participation and engagement help magnify our message and ensure the diversity of our great organization is reflected online. We encourage you to suggest your friends follow and like TICOT and help us gain a larger online presence.
17. TICOT encourages all committees and event planners to think about how social media might be integrated into your planning and help you with your efforts. Members and volunteers are encouraged to personally sign up for and start using social media sites.
18. Periodically, requests will be made to members of TICOT to share information via social media. Your help is greatly appreciated - please use your own personal social media networks to help us get TICOT events and information out to the world.



19. Finally - keep in mind that in using social media you have three areas = at work, for TICOT and personal. Personally, we encourage you to exercise good judgment, but you are free to state your opinions and talk about anything you want. On our sites and without ID's, TICOT asks that you focus on topics related to TICOT and our missions, though, as with any communication, some personal matters will creep in. Just exercise good judgment and talk with the Executive and/or Social Media Director if you have any questions.

One additional area where TICOT utilizes social media is for event promotion and for fundraising. Utilize the hashtags #TICOT #TICOTLIFE #THEIMPERIALCOURTOFTORONTO when promoting anything TICOT related.

### **TICOT Social Media For Events Policy**

We are funded by the many events that we host. As our organization relies heavily on corporate, private, individual and guest donors. It is important to strategically and effectively utilize social media outlets in engaging the community regarding events and fundraisers. Building an active social media audience around TICOT is crucial in creating long-term relationships with the community. Various social media outlets can be utilized differently during event promotion. While the goals of individual events vary, they all revolve around the mission of securing resources to grow TICOT and raise money for our beneficiaries.

Goals of Social Media Before, During, & After Event Promotion:

- Build active online audiences around TICOT events
- Through event engagement, turn “fans” and “followers” into event guests and donors
- Involve corporate sponsors in promoting TICOT events by allocating specific, promotional social media posts engaging them.
- Spread information on TICOT's mission and outreach through event promotion
- Create and maintain long-term relationships with online donors and potential donors - especially younger generations.