



Policy on Social Media for RECO Board of Directors, Committee/Advisory Group Members and Volunteers

Approval Authority: Board of Directors
Responsible Manager: Director, Stakeholder Relations

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The authoritative version of each corporate policy of the Real Estate Council of Ontario ("RECO") is maintained in the records of the Administrator, Board Support Services. All other versions, whether found online or maintained in other departments of RECO or elsewhere, are available for information purposes only. In case of any discrepancy between the version maintained by the Administrator, Board Support Services and other available versions, the version maintained by the Administrator, Board Support Services shall prevail.

I. Purpose and Interpretation

The purpose of this policy is to provide clear guidelines for members of RECO Board of Directors (Directors), Committee/Advisory Group members, and volunteers when engaging in social media activities. This includes members of the Consumer Industry Advisory Group (CIAG), the Discipline and Appeal Committee (DAC), the Educational Advisory Committee (EAC), and any other volunteers.

The policy ensures alignment with best practices, legal considerations, and a commitment to professionalism, integrity, and transparency.

This policy underscores the commitment of RECO Directors, Committee/Advisory Group members, and volunteers to engage in social media activities responsibly and professionally. By adhering to these guidelines, individuals contribute to upholding RECO's reputation and mandate.

For the purposes of this policy, the following terms shall have the following meanings:

"social media" includes but is not limited to any online communication and commentary platforms, such as:

- a. Social networking sites (e.g., Facebook, LinkedIn, Instagram);
- b. Video and photo sharing websites (e.g., Flickr, YouTube);



- c. Micro-blogging sites (e.g., X – formerly known as Twitter);
- d. Blogs (including corporate, personal, and comments on websites);
- e. Online forums and discussion boards; and
- f. Online encyclopedias (e.g., Wikipedia).

“SMG” means the senior management group at RECO appointed by the CEO.

II. Policy Statement, Scope and Responsibilities

- i. This policy applies to all RECO Directors, Committee/Advisory Group members, and volunteers who use social media platforms for personal or professional purposes.
- ii. The Director, Stakeholder Relations has responsibility for the administration of this Policy.
- iii. The CEO has responsibility to oversee the Director’s administration of this policy.

III. Legal and Policy Context

This Policy shall be read and interpreted in a manner consistent with the following legal and policy framework, it being intended that this Policy shall be compliant with relevant law and policy.

Not-For-Profit Corporations Act, 2010, S.O.2010, c. 15

Trust in Real Estate Services Act, 2002, as amended

Safety and Consumer Statutes Administration Act, 1996, S.O. 1996, c.19, as amended
The Administrative Agreement between RECO and the Government of Ontario

Policy on Corporate Compliance

IV. Policy

i. Acceptance of terms

All Directors on the RECO Board of Directors, all Committee/Advisory Group members, and all volunteers are required to sign an annual undertaking confirming their adherence to this policy.



ii. Appropriate conduct

RECO maintains social media platforms and websites on behalf of the organization. Directors and Committee/Advisory Group members are not to engage on behalf of RECO on any social media platform.

Given their unique role within RECO, Directors, Committee/Advisory Group members, and volunteers may be perceived as representing RECO in their use of and commentary on social media platforms. On that basis, it is essential they must use social media platforms in a manner consistent with RECO's values and principles.

While RECO respects individuals' rights to personal expression, adherence to the following terms is mandatory:

- Posts and comments on social media are not private and may be monitored by RECO;
- Disclosing personal, confidential, or proprietary information about RECO, its members, employees, volunteers, or affiliates is strictly prohibited;
- Demonstrating professionalism, honesty, fairness, and integrity in all online interactions is mandatory; and
- Prohibited content includes material that is offensive, obscene, harassing, mean-spirited, menacing, disrespectful, discriminatory, fraudulent, invasive of privacy, or that infringes on intellectual property rights.

iii. Compliance with RECO policies and legislation

Directors, Committee/Advisory Group Members, and volunteers using social media must:

- Adhere to all RECO policies, including but not limited to the Directors' Conflict of Interest Policy, the Communications Protocol, and the Oath of Confidentiality; and
- Comply with applicable legislation, including but not limited to privacy legislation, the Competition Act, and the Copyright Act.

iv. Respect for intellectual property

Directors, Committee/Advisory Group members, and volunteers must:

- Respect copyrights, trademarks, rights of publicity, and third-party rights;
- Adhere to proper usage rules for RECO's trademarks set out by RECO; and
- Obtain written permission from original content authors before publishing any externally sourced content online, unless the fair use doctrine applies.



v. Reporting prohibited content (as defined in section ii above)

Directors, Committee/Advisory Group members, and volunteers are encouraged to promptly notify RECO at communications@reco.on.ca, and copy the CEO and Board Chair of any online content they encounter that does not comply to the above requirements, and additionally any online content that disparages RECO's mandate, role, or operations. This proactive approach helps maintain a respectful and professional online presence. For certainty, the communications email address is provided for reporting purposes only, and should the issue require further dialogue, that should be directed through the CEO.

V. General

- i. Periodically, the Director, Stakeholder Relations shall take such steps as deemed necessary to verify compliance with this Policy, including, without limitation, social media monitoring, scans, etc.
- ii. Policy Reviews. This Policy will be reviewed accordingly by the Director, Stakeholder Relations, annually after its initial approval, or sooner if warranted by internal or external changes or events, and thereafter every 3 years. It is acknowledged that this version of the Policy shall remain in full force and effect until changes are approved by the board, at which point the revised policy will come into effect.