

POLICY

CATEGORY/SECTION

BOARD - GENERAL

SUBJECT

CORPORATE COMMUNICATION**AUTHORITY**

Governance & Procedural By-law 03-2021

INTENT OF POLICY

To provide clear and consistent guidelines for The District of Thunder Bay Social Services Administration Board (TBDSSAB) for external and internal communications, including the release of information about TBDSSAB to the general public, media, clients/tenants and other stakeholders. Adherence to this policy is intended to provide an effective and efficient framework to facilitate the timely dissemination of accurate and consistent information.

SCOPE

This policy applies to all employees of TBDSSAB as well as members of its Board of Directors. It addresses how employees interact with traditional (e.g., print, radio, television), online and social media, stakeholders and the general public.

DEFINITIONS**Media**

- Media include traditional news media (print, radio and television), online (websites) and social media (blogs, Facebook, LinkedIn, YouTube, Twitter and other sites where content is generated by users).
- Journalists and/or bloggers who: identify themselves and any affiliation they may have with print, broadcast or online media outlets and conduct themselves in a manner consistent with the Canadian Association of Journalists' Principles for Ethical Journalism and Ethics Guidelines.

Accredited media

TBDSSAB provides information to accredited news media outlets and professional journalists. The following information will be considered when determining whether to grant accreditation.

The applicant:

- Is employed as a journalist by a news gathering organization

IMPLEMENTATION / BOARD APPROVAL DATE:

October 26, 2017

REVISION DATE(S): 2022Mar3-Hskpg-By-law

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- Derives the majority of his or her income from employment as a journalist or participant in the news-gathering and dissemination process by a news gathering organization
- Possesses a diploma or degree in journalism
- Is a member of a Canadian or international media organization
The news organization:
 - Has a business address and telephone number
 - Has a published policy regarding journalistic standards and ethics
 - Any other factor(s) considered to be relevant and material by TBDSSAB

TBDSSAB Spokespeople

A spokesperson is a TBDSSAB employee who has the authority to make statements to traditional, online and social media on behalf of the organization. Unless otherwise authorized, TBDSSAB spokespeople are:

- Chief Administrative Officer
- Chair, Board of Directors
- Division Directors
- Communications & Engagement Officer
- Representative who has been authorized by the CAO to speak with respect to a particular topic or on a particular occasion

Non-spokespeople

Employees and Board members who are not authorized spokespeople must refer media inquiries to the Communications & Engagement Officer. TBDSSAB employees and Board members who are not designated spokespeople are not authorized to make statements to the media and/or in public discussion on behalf of TBDSSAB.

POLICY

TBDSSAB is committed to the dissemination of timely, accurate and quality information to its internal and external stakeholders. All internal and external communications should be aimed towards the achievement of TBDSSAB’s vision and mission, and should be in line with its approved Strategic Plan.

TBDSSAB recognizes a strategic approach to media relations is crucial to building mutually beneficial and trusting relationships with accredited news media. Such relationships will help foster accurate, balanced and fair reporting; help allow TBDSSAB to convey information through media to stakeholders; increase positive coverage; and protect and enhance TBDSSAB’s reputation.

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TBDSSAB-initiated media relations activities are led by the CAO Office through the Communications & Engagement Officer.

STANDARDS OF APPLICATION

Subject to applicable collective agreements and employment agreements, TBDSSAB may consider disciplinary measures or legal action if an identifiable employee makes defamatory or otherwise inappropriate statements in public about their co-workers and/or employer. This includes comments made on websites, blogs and social media networks using personal computers, Smartphones or devices, from an online account or profile associated with a personal email address

RELATED POLICIES

- BRD-01:103 Code of Conduct (Board)
- HR-01:15 Code of Conduct (Staff)
- BRD-01:110 Social Media Policy
- CS-04:91 Tenant/Client Communication Policy (under development)

RELATED PROCEDURES

- BRD-01:110-01 Social Media Procedure
- CS-04:91-01 Tenant/Client Communication Procedure (under development)
- BRD-01:111-01 Corporate Communication Procedure (under development)

FORMS

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