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## OAAS Online/Email/Website Policies and Procedures

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<b>Policy Title:</b>	OAAS Website, Social Media, Email	
<b>Adopted:</b>	June 15, 2021	
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### Purpose

The following policies provide guidelines for creative communications over the Internet when representing OAAS and includes, but are not limited to, Agricultural Societies, districts or provincial OAAS members and is the official website of OAAS.

### Website Privacy Policies

OAAS will strive to protect the privacy of those who visit, browse, and use [ontarioagsocieties.com](http://ontarioagsocieties.com)

As such:

- The OAAS web server does not recognize any personal information regarding the identity or email address of visitors to the website.
- OAAS does not collect unsolicited identifying information on those who access the OAAS website.
- If you supply us with personal contact information (postal address, email or telephone number) online, you will only receive contact from us with respect to OAAS.

### General Website and Online Policies

- The World Wide Web (WWW) is a communication medium. All OAAS communication activity in this medium must conform to general OAAS policies and procedures.
- Once you leave [ontarioagsocieties.com](http://ontarioagsocieties.com), OAAS is not responsible for any information or material you may locate at other sites.
- Only screened Provincial Directors will have access to the login/secure side of the Board Admin page on the website at the end of term; directors will lose login privileges.

### Social Media

The following are guidelines to be adhered to protect the OAAS brand as well as OAAS and our stakeholders in the social media realm:

All photos

- Ensure that you have the right to distribute and display any photos that are published online by OAAS. This includes Media Release Forms and any copyrighted materials.
- Any links posted by OAAS should point to external sites related to OAAS. Other appropriate sites include sponsor sites or news organizations.
- All photos, comments, and posts made should be OAAS appropriate, inclusive, respectful, and in line with OAAS values.

The advent of social media has also given new power to social media users. This means users of these sites can post photos, comments, videos, and links. To help protect OAAS, the following are guidelines to follow concerning user-generated content:



- To publish a photo, a user must certify that he/she has the right to distribute that photo. While this does take the ownership of the photo away from OAAS, these photos must still be monitored. Ensure that all photos accurately depict OAAS activities in a positive light and are depicting safe activities. These photos should also be respectful and in line with OAAS values. An administrator should immediately delete any photos deemed inappropriate.
- If there are any complaints made about a photo posted on OAAS social media site, it should be reviewed and dealt with appropriately. This means deleting any photos that offend or do not depict OAAS in a positive way.
- Complaints about any postings or photos that are brought to the attention of OAAS should lead to a review of the posted items and appropriate action and directed to the site administrator (i.e.. Facebook) if they are deemed to be offensive or outside the rights of that particular user.
- Any solicitations made on OAAS social media sites should be deleted immediately. Links to articles or contests that may be of interest to Members are allowed. However, any direct solicitations for 'Free space' or 'Free merchandise' should be deleted and reported to site owners as a solicitation.
- Posts, comments, or blogs posted must be appropriate and respectful. The administrator should immediately remove all posts, comments or blogs deemed to be hurtful, disrespectful, or inappropriate.

### **Staff and Volunteer Personal Use of Social Media**

Many volunteers and OAAS staff contribute to their own personal social media, including, but not limited to, Facebook, blogs, Twitter, Flickr, YouTube, and their own private websites.

OAAS staff, volunteers and “ambassadors” are often seen as role models, and this perception is also mirrored in the realm of social media. Please keep in mind that if you identify yourself as an employee or volunteer for the OAAS, your views could be seen as an “official view” of the organization. Please treat social media as you would any other form of communications, such as newspapers or magazines. In addition, please remember that you are an OAAS role model, and members, sponsors and the general public may be able to view your social media activity openly.

A disclaimer such as, *“Please note that the views expressed here are mine, and mine alone, and do not reflect the views of OAAS, whether at the local, district or provincial, can help to clarify your personal activities and opinions posted from those of the official “OAAS body.”*

### **For Page Members/Fans**

#### **OAAS Facebook Community Guidelines:**

The OAAS Facebook page is managed and monitored by the OAAS staff.

This is a page for supporters of OAAS with the purpose to build a community of OAAS Fairs engaging in positive and constructive conversation. We encourage open discussion and invite you to share your opinions and photos.

However, *please note that OAAS is not responsible for photos posted by users to this account. If any photos are deemed to be offensive, they will be removed immediately. As well, any complaints or concerns should be brought to the attention of OAAS, and these photos will be dealt with appropriately.* We reserve the right to delete posts and pictures and/or block you from the community page if your posts are deemed inappropriate due to:



- violation of the OAAS Code of Conduct
- profanity, derogatory or discriminatory language, misinformation, spam / off-topic, personal attacks, promoting illegal or questionable activities.

**A reminder to all posting photos:**

- pictures of other individuals must not be posted without that person's written consent. Pictures that are brought to our attention, which have been posted without written consent, will also be removed.
- Pictures that depict inappropriate or unsafe behaviours will not be tolerated and will be removed.

**Use of the OAAS brand on social media.**

Fairs may create their own social media sites.

- Brand standards regarding logos, colours, etc. must be followed. (See OAAS Corporate Visual Identity Guidelines)
- OAAS reserves the right to ask Fairs to remove or adjust any information deemed inappropriate or which is not following brand guidelines.
- Fairs may create their own logo by using OAAS Logo found online.

OAAS encourages contributions to its website [ontarioagsocieties.com](http://ontarioagsocieties.com) and Fair websites hosted within its website. These policies are intended to guide the preparation and management of such contributions:

- A large amount of provincial OAAS and critical information is stored within [ontarioagsocieties.com](http://ontarioagsocieties.com). The integrity of this information is the sole responsibility of OAAS and will be monitored and safeguarded at a provincial level. The support and training of an individual who has access to update or delete the information within the website, and hosted websites, is a provincial responsibility.

To [ontarioagsocieties.com](http://ontarioagsocieties.com)

- Companies and organizations linking to [ontarioagsocieties.com](http://ontarioagsocieties.com) will enter an understanding with OAAS to ensure the linked websites, pages, companies, and organizations maintain the integrity and values associated with OAAS. Links may not be reciprocated.

From [ontarioagsocieties.com](http://ontarioagsocieties.com)

- Priority will be given to links to OAAS websites provided they conform to OAAS policies, procedures, and guidelines.
- Links to other sites from [ontarioagsocieties.com](http://ontarioagsocieties.com) are at the discretion of OAAS and may be removed without prior notification.

Links from [ontarioagsocieties.com](http://ontarioagsocieties.com) to other sites should not be considered an endorsement of the company or organization, or product. The OAAS does not endorse any products which are in contravention of its values.

**Commercial Electronic Message (CME)**

A Commercial Electronic Message (CEM) is an email, text, instant message, tweet, or any other electronic message that has as a part of its purpose to encourage the recipient to engage in "commercial activity." Even if there is no profit, it can still count as commercial activity. Examples include:

- Emails seeking donations.
- Emails seeking volunteers/members.
- Emails selling tickets to an event/lottery.
- Emails promoting services.
- Emails promoting a charitable event/activity.
- Electronic newsletters
- Emails promoting the organization/charity.