



Subject: *Communications*
Applies to: *Employees, Members, Public*

Approved by NTNB board on: 2020-01-25
No: #1

Website and Social Media Content Policy

1. PURPOSE

The Nature Trust of New Brunswick (Nature Trust) has designed its website and Social Media (SM) accounts to be a useful and effective way to communicate information about the organization. The purpose of this policy is to document website and SM account management in terms of content, maintenance, development, and responsibilities.

2. SCOPE

- 2.1 This policy applies to employees, volunteers, members, sub-contractors with access to the Nature Trust website and SM accounts.
- 2.2 This policy describes the organization's objectives and policies regarding Nature Trust's website and SM account management.
- 2.3 Major restrictions/conditions
 - All content on the Nature Trust's website and SM accounts will contribute to the professional and unified brand, and be accurate, up-to-date, visually pleasing, and easy-to-read.
 - In no event shall Nature Trust be liable for any damages whatsoever arising out of or in connection with the use or performance of information available on the website or SM accounts.
 - Users who access our website automatically agree and accept all terms and conditions in the Website User Agreement. See *Website User Agreement* for more information.
 - The Nature Trust website and SM account content and features may be updated, revised, modified and supplemented. Nature Trust reserved the right to change information, features, policies, disclosures and disclaimers at any time.

3. REFERENCES

- Nature Trust's Code of Ethics and Conduct Policy

Review Date:

- Nature Trust’s Conflict of Interest Procedure and Standard
- Nature Trust’s Privacy Policy
- Website User Agreement
- Legislation:

<p><u>Criminal Code:</u> <u>Unauthorized use of computer</u></p>	<p>Outlines actions that would be found as an indictable offence and liable to imprisonment under the criminal code in relation to computer misuse.</p>
<p><u>Criminal Code: Mischief in relation to computer data</u></p>	<p>Crimes associated with hacking are described in Mischief section of the criminal code as ‘mischief in relation to computer data’ and are defined as:</p> <ul style="list-style-type: none"> ● Destroying or altering computer data ● Rendering computer data meaningless, useless or ineffective ● Obstructing, interrupting or interfering with the lawful use of computer data ● Obstructing, interrupting or interfering with a person in the lawful use of computer data or denying access to computer data to a person who is entitled to access to it.
<p><u>Copyright Act</u></p>	<p>Outlines the copyright infringement relating to computer programs, including permitted acts and the interoperability of computer programs. It also outlines computer security in relation to encryption and security research.</p>
<p><u>Federal Personal Information Protection and Electronic Documents Act (PIPEDA), Canada</u></p>	<p>Governs the inter-provincial and international collection, use and disclosure of personal information.</p>
<p><u>Right to Information and Protection of Privacy Act, New Brunswick</u></p>	<p>Purposes of this act are to</p> <ul style="list-style-type: none"> ● allow any person a right of access to records in the custody or under the control of public bodies, subject to the limited and specific exceptions set out in this Act, ● control the manner in which public bodies may collect personal information from individuals and to protect individuals against unauthorized use or disclosure of personal information by public bodies, ● allow individuals a right of access to records containing personal information about themselves in the custody or under the control of

	<p>public bodies, subject to the limited and specific exceptions set out in this Act,</p> <ul style="list-style-type: none"> • allow individuals a right to request corrections to records containing personal information about themselves in the custody or under the control of public bodies, and • provide for an independent review of the decisions of public bodies under this Act.
<u>Canada Anti-Spam Legislation (CASL)</u>	Act that applies to all electronic messages (i.e. email, texts) organizations send in connection with a “commercial activity”. It requires, among others, that Canadian organizations that send commercial electronic messages (CEMs) within, from or to Canada to receive consent from recipients before sending messages.
<u>Canadian Human Rights Act</u>	Statute with the goal of ensuring equal opportunity to individuals who may be victims of discriminatory practices based on a set of prohibited ground such as sex, sexual orientation, race, marital status, gender identity or expression, creed, age, colour, disability, political or religious belief.

4. CONTACT

If you have any concerns about any information outlined in this policy, please contact the Chief Executive Officer at naturetrust@ntnb.org.

5. RESPONSIBILITIES

Role Responsibility

Chief Executive Officer (CEO)	<p>They are responsible for:</p> <ul style="list-style-type: none"> • Ensuring compliance from staff with this policy. • Ensuring that no action taken with regards to the website will breach any legislation or acts or compromise the Nature Trust’s position in relation to system or network security.
Communications and	<p>They are responsible for:</p>

**Engagement
Manager**

- Ensuring the Nature Trust’s information is maintained and kept up to date.
- Ensuring that all news articles, events, and media posts are accurate and up to date.
- Training staff in the Communications Department on the responsibilities and requirements when dealing with the website and SM accounts, and ensuring they are aware of the Communications Policy Framework.
- Managing the day to day functions of the website, ensuring security certificates are active and up to date, as well as creating and implementing future developments and improvements
- Ensuring all information and design work related the website is in accordance with legislation and accessibility standards
- Ensure the potential of the website and SM accounts are maximised and of benefit to target audiences
- Dealing with feedback and communication received from the website and SM accounts, ensuring responses are provided when appropriate.
- Contacting staff for website and SM account content information, and to ensure posted information is still up to date.

All Staff

They are responsible for:

- Ensuring the information provided to the Communications Manager for inclusion on the website and SMA is up to date and accurate.

6. Website and SMA Actions

Nature Trust's website and SM accounts are communication tools that are viewed by a large audience. Therefore, it is essential that a professional and unified image is maintained.

6.1 Prohibited Actions

The following actions are not permitted:

- Publishing of any information that identifies an individual without consent.
- Publishing any information that is offensive in nature
- Publishing confidential information
- Publishing any information that is offensive, vulgar, racist, sexist, or libelous
- Linking pages to inappropriate internet sites.
- Publishing any information that brings the Nature Trust into disrepute
- Publishing non-Nature Trust related material
- No member of the Nature Trust's staff, board, or volunteer of any capacity is to establish or maintain a separate internet site claiming to represent the Nature Trust.

7. Content

As communication tools of the Nature Trust, the website and SM accounts express the Nature Trust's values and events for the benefit of its users. The website and SM account content follow the Nature Trust's practices outlined in the Code of Conduct Policy to provide an understanding of Nature Trust's commitment and mission to be a respectful and credible organization. The following practices are observed:

- a) Always act with fairness, honesty, integrity and openness;
- b) Respect the opinions of others and treat all with equality and dignity without regard to gender, race, colour, creed, ancestry, place of origin, political beliefs, religion, marital status, disability, age, or sexual orientation;
- c) Promote the mission and objectives of the Nature Trust in all dealings with the public on behalf of the Nature Trust;
- d) Provide a positive and valued experience for those receiving service within and outside the Nature Trust.

The content for the website and SM accounts are kept up to date and out of date information is removed or archived by the Communications and Engagement Department as soon as possible. Staff members should inform the Communications and Engagement Department when content on their

department pages or on the SM accounts needs to be updated. Content should be clear, concise, honest and open. The language will be plain and appropriate for the audience. Content will be in both official languages, French and English.

7.1. Links

The Nature Trust provides links to other sites and access to other World Wide Web sites. We try to include only links that follow the Nature Trust's guidelines of decency, fairness, integrity, and safe for children; however, linked websites are separate from Nature Trust and we have no responsibility for the content, policies, or actions of these websites. The Nature Trust does not endorse or make any representation or warranty, expressed or implied, concerning the accuracy, quality or reliability of information contained on externally linked websites.

Specific parameters were developed to guide the Nature Trust in posting content from a third-party organization to the website and SM accounts. The Nature Trust will consider posting external links on its website or SM accounts including:

- An official government website
- A business, organization, or association working in partnership with the Nature Trust
- Personal websites that are in partnership with the Nature Trust
- Financial contributor with website advertising agreement
- Organizations or initiatives referred to in a Nature Trust media release

The Nature Trust will not consider posting external links on its website or SM accounts including:

- Personal websites that are not in partnership with the Nature Trust
- Business, organizations, or associations that are not in partnership with the Nature Trust
- Political parties or sites that are of a clear political nature not related to land conservation

Notwithstanding the criteria listed above, the Nature Trust reserves the right to post or refuse to post any external links on its website or SM accounts or to delete links already posted on its site or

SM accounts at any time, without notice and in its sole discretion. External links are removed if, but not limited to, any of the following conditions apply:

- The site's original information has been altered and the context of the information has changed;
- The site no longer meets the conditions listed above for acceptable external links;
- In the Nature Trust's sole opinion, the information on the site becomes inaccurate and/or not trustworthy;
- Page formatting, lengthy download items or intrusive advertising make accessing information difficult;
- The link returns a 'not found' error for more than 72 hours;
- The link promotes, exhibits, illustrates or manifests hate or offensive content of any kind;
- The site and content violate the Nature Trust's Code of Conduct Policy or in other ways does not conform to the Nature Trust's goal of inclusion;
- The site and content do not comply with municipal, provincial or federal legislation.

Nature Trust's website and SM accounts are systematically reviewed to ensure that it meets and is in keeping with the above criteria. Enforcement of the above linking policy and decision to add, remove or deny an external link will be made by the Communications and Engagement Manager.

8. Collecting Information

Unless voluntarily provided, the Nature Trust doesn't collect personally identifiable information. We do not require this information for users to obtain access to any of the material on the Nature Trust's website or SM accounts. However, we may require this information for the following:

- Participation in a Nature Trust program or event
- Asking for information via the mailing list
- Signing up to become a member of the Nature Trust
- Donating funds via our embedded CanadaHelps donation page (unless otherwise redirected to the secure, external CanadaHelps website).

For the above reasons, website and SM account users will be specifically asked to voluntarily share their personal information and the information will only be used for the purpose requested. Users can also change their preferences for contact by emailing the contact listed above. The Nature Trust does not share any personally identifiable information with anyone outside of the Nature Trust. See the Privacy Policy for more information.

IMPORTANT NOTE REGARDING MINORS

In communicating with minors, Nature Trust is especially mindful of the need to protect their personal privacy. The Nature Trust website or SM accounts are not directed towards minors; however, the Nature Trust will permit a minor to send us an email. The Nature Trust will respond to the email, but will not store the names, addresses, or the emails in the operational database. The information is not maintained or shared with any third parties.

Nature Trust website users and parents of children under 18 who provide personal information to Nature Trust can correct, update, or delete their personal information from the database at any time by sending an email to the contact listed above.

8.1 Consent

Nature Trust is in compliance with Canada's Anti-Spam Legislation (CASL). While electronic messages of which the primary purpose is to raise funds for the charity are exempted from the legislation, we work hard to make sure that Nature Trust's digital marketing is in line with the industry standard and in compliance with CASL.

When personal information is collected online, users have the option to opt-in or opt-out of receiving commercial electronic messages (CEM) from Nature Trust. Once supporters have subscribed to Nature Trust's electronic communications, they can unsubscribe at any time or update their preferences by emailing naturetrust@ntnb.org.

9. Website Use

9.1 Digital Markers

The Nature Trust uses digital markers, cookies, within visiting browsers to enable functions of the website and for tracking performance. We do not combine information about website users from these digital markets with other personal information that users have provided us. We also do not contact users via digital markers. For more information, see the Privacy Policy.

9.2 Accessibility

Design of the website is made with the end user in mind, and those who may find it difficult to use the web are considered. Comments and suggestions of web usability can be made to naturetrust@ntnb.org.

9.3 Security

At Nature Trust, we have enacted measures to ensure information received from the website is as secure as possible against unauthorized access and use. All information received from the Nature Trust's customers is protected on the Nature Trust's secure database and the Nature Trust's security measures are periodically reviewed. Our website is protected by a HSTS Secure SSL certificate, issued by [DigiCert](#), which ensures visitors will view the secure version of our site and any information entered and sent to

the website (personal information, credit card information, etc.) will remain private. This also helps to prevent downgrade attacks and security violations.

10. Records Management

NOTE: Data Transmission over the internet is not 100% secure, and any information disclosed online can potentially be collected and used by parties other than the intended recipient.

Records are created or received through the website via donations, inquiries about our programs, participation in our surveys, or social media engagement. All records collected are kept in confidence and appropriate physical and electronic measures are used to ensure personal information is secure. Access to donor and volunteer records shall be limited to Nature Trust staff who require such information to fulfil their job responsibilities. Records are retained and stored following the Nature Trust's Record Keeping Policy.

11. Enforcement

Breaches of this policy will be investigated and will result in the matter being treated as a disciplinary offence.

Information in this Policy was written in reference to the Nature Conservancy of Canada's Legal Notice.