

SOCIAL MEDIA AGREEMENT

In consideration for the opportunity to volunteer with The Greater Toronto Area Rewards Association (“GTARA”), I hereby enter into this Social Media Agreement.

This Agreement will encompass public communications on behalf of, or about, the GTARA through online internet media and websites such as Facebook, Twitter, Instagram, LinkedIn, and blogging sites, among many others (collectively referred to as “Social Media”).

I acknowledge that any violation of this Agreement may result in disciplinary action taken against me, up to and including termination from the applicable volunteer role, the Board or the GTARA as the case may be, as well as other potential action.

I acknowledge that I am expected to adhere to the following guidelines when using Social Media:

1. I will keep any GTARA computer access codes, account details or passwords that are provided to me confidential and secure. I understand that access codes, account details or passwords come with legal responsibilities and I am accountable for all work done under these access codes, account details or passwords. If I have reason to believe that the access codes, account details or passwords have been compromised or stolen, I will immediately contact the VP, Communications and Social Media.
2. I acknowledge that I am personally responsible for all postings I make and will therefore use sound judgment and common sense when using Social Media.
3. I must not knowingly communicate inaccurate or false information.
4. I will refrain from posting anything that could be potentially damaging to the goodwill, reputation or operations of the GTARA or its members.
5. Under no circumstances will I post content that is mean-spirited, fraudulent, obscene, harassing, demeaning, threatening, racist, or otherwise injurious or objectionable.
6. I will not post anything that may constitute the proprietary information of GTARA without express permission. This includes policies and procedures, financial information, strategies, business plans, contracts, and all other information, knowledge or data of any kind relating to the business or operations of the GTARA.
7. Unless otherwise authorized to do so, I will not create the impression that I am a spokesperson for the GTARA or posting on its behalf.

Agreed and Acknowledged:

Date:

Name (Printed):

Signature:

GTARA Representative:

P.O. Box 748 31 Adelaide Street East, Toronto, Ontario, Canada M5C 2J8