



## Communications Policy

### Scope

This policy applies to the Chair of the Board of Directors, the Board of Directors, Chief Executive Officer, staff and volunteers of Row Ontario.

*This policy works in partnership with our Social Media policy.*

### Policy

The official spokespeople for Row Ontario are only the Chair of the Board of Directors and the Chief Executive Officer.

Either of the official spokespeople for the organization may delegate, in writing, a media response to any member of staff, the Board of Directors, or a celebrity spokesperson. Any individual who has not been delegated to communicate with the media must not do so but must instead defer queries in accordance with this policy.

All communication with the media, membership, government and the general public about Row Ontario will be handled by the Chief Executive Officer, the Chair, or a designated alternate spokesperson. *The Chief Executive Officer will identify specific employees/volunteers who will be given access to communicate via official Row Ontario social media accounts.*

Trademarks and copyrights are the property of Row Ontario. Their use is governed by the Board of Directors of Row Ontario and they may not be used under any circumstances without express written permission.

This communication policy is developed to support the strategic direction of Row Ontario. It will be reviewed and approved by the Board of Directors.

*Board approved last: July 31<sup>st</sup>, 2024 (pending)*

*To be reviewed by: July 2027*

## **Operational Procedures**

It is the responsibility of staff to generate corporate communication plans that furthers the strategic and operational objectives of Row Ontario. The communication plan will contain visual identity guidelines that will be followed in all instances of the use of Row Ontario's logo.

*Designated individuals granted access to communicate on behalf of the Association will participate in orientation and training sessions. Each official spokesperson may also be provided with further media specific training, if it is warranted based on skills, knowledge and previous experiences.*

Individuals who are recruited and delegated for public speaking opportunities will be provided with copies of the communication policy as well as a briefing session on the communication objectives, target audiences and main messages of the organization. The organization may also provide speeches and presentation material.

### **Row Ontario Social Media Communications**

Association representation, including specific programs or teams, via online social media platforms can only be initiated and authorized by the Chief Executive Officer. Any accounts existing without prior authorization as required above will be subject to review and may be amended or removed.

*Last reviewed: July 3, 2024*