



COMMUNICATION POLICY

Approved on April 13, 2017

PART 1. PREAMBLE

- 1.1 This Communication Policy applies to the Corporation's communications with its Members, with the Government and other stakeholders, as well as to communications the Corporation, or its Members, have with the media, and any publications the Corporation, or its Members, make in social or traditional media which concern matters of the Corporation or the views of the Corporation.
- 1.2 Communications by and concerning the Corporation shall achieve the following goals:
- (a) enhance the image of Regulated Canadian Immigration Consultants (RCICs), and in particular the image of the Corporation's Members;
 - (b) achieve CAPIC's Mission, Values and Vision which are published on the Corporation's website;
 - (c) improve the communication between the Corporation and its Members;
 - (d) enhance the Corporation's public image; and,
 - (e) ensure that the Corporation speaks with one voice when dealing with media inquiries and when any publications are made in the social or traditional media which concern matters of the Corporation or the views of the Corporation.

PART 2. INTERPRETATION

- 1.1 The interpretation of this Communication Policy shall be consistent with the By-laws of the Corporation. If there are any inconsistencies between this Communication Policy and the By-laws of the Corporation, the By-laws of the Corporation govern.
- 1.2 In this Code:
- (a) **"By-laws"** means the By-laws of the Corporation as amended and which are in force and effect;
 - (b) **"Corporation"** means CAPIC Canadian Association of Professional Immigration Consultants – ACCPI L'Association Canadienne des Conseillers Professionnels en Immigration;
 - (c) **"IMMeForum"** means the Members' discussion group bearing the name IMMeForum which is provided by and administered by the Corporation as a place

for Members to communicate, report information, ask questions, share ideas, and discuss practice and procedural issues in relation to immigration consulting;

- (d) **“Member”** means a member of the Corporation of any class as defined in the By-laws;
- (e) **“Member in Good Standing”** means a Member who has paid all applicable membership fees, dues and levies owing to the Corporation, is not under disciplinary action, suspension, or expulsion, and who is in compliance with the Articles, By-laws, and all policies of the Corporation, as determined by the Board;
- (f) **“Other Communication Platforms”** means the Corporation’s communication platforms, electronic and otherwise, including but not limited to newsletters, information bulletins, notices to members, email groups, publications appearing on the CAPIC webpage, and words spoken or otherwise published at meetings of the Corporation, and excludes Social Media Platforms and the IMMeForum;
- (g) **“Social Media Platforms”** means those social media platforms of the Corporation, and includes the Corporation’s Facebook Page, LinkedIn Page, and Twitter account and following.

PART 3. COMMUNICATIONS FROM THE CORPORATION

- 3.1 All communications from the Corporation shall be professional and shall uphold the good reputation of the Corporation.
- 3.2 When possible, and where the President or the CEO of the Corporation deems it necessary and appropriate, important communications and notices to Members will be published by the Corporation in both French and English.
- 3.3 The Corporation shall publish and distribute to the Members Newsletters, bulletins and other publications on regular basis.

PART 4. MEDIA COMMUNICATIONS

- 4.1 A Member shall recognize that only the President and the CEO of the Corporation, or alternatively a Member of the Board or an Officer appointed by the President as spokesperson on a particular issue, shall have the authority to make public statements on behalf of the Corporation.
- 4.2 A Member shall not publicly convey in the course of a public statement or a written publication that he or she is publishing on behalf of Corporation or that his or her views represent the views of the Corporation, unless specifically authorized in writing to do so by the President.

- 4.3 All media inquiries received by the Corporation's Members, Directors, Officers or employees which either concern matters of the Corporation or seek the views of the Corporation shall be directed to the President or the CEO of the Corporation, or alternatively a Member of the Board or an Officer appointed by the President or the CEO of the Corporation to speak on the particular subject matter of the inquiry.

PART 5. SOCIAL MEDIA POLICY

- 5.1 All Social Media Platforms are created, managed, and controlled by the Corporation's Directors, Officers and employees.
- 5.2 The Corporation's Social Media Platforms, including its Facebook, LinkedIn, and Twitter account, shall be used solely by the Corporation to announce events and educational programs offered or endorsed by the Corporation, and to report on activities and endeavors of the Corporation, including the Corporation's lobbying efforts.
- 5.3 A Member is not permitted to publish on social media, including but not limited to Facebook, a Facebook group, Twitter account, LinkedIn account, or webpage the name of the Corporation. The only exception to this rule is where a Member In Good Standing is either advertising the fact that he or she is a Member of the Corporation or is hyperlinking to or retweeting publications appearing on the Corporation's Social Media Platforms.
- 5.4 Members, Directors, Officers and employees of the Corporation shall use the IMMForum, and not the Social Media Platforms, to report information, ask questions, share ideas, and discuss practice and procedural issues that relate to immigration consulting.
- 5.5 The Corporation, through its Social Media Platforms, may tweet or re-tweet, or hyperlink to news, resources and opinions which the Corporation believes may be relevant to the Corporation's values. By so tweeting, retweeting or hyperlinking, the Corporation is not endorsing or approving of the content of the publication to which the Corporation has tweeted, retweeted or hyperlinked to.
- 5.6 The Corporation and its Members are obliged to be familiar with and act in accordance with the Social Media Platform's applicable agreements and terms of use (i.e. Facebook Terms and Policies, LinkedIn User Agreement, and Twitter Terms of Service).