



Council Communications Policy (2.5)

Policy:	Council Communications Policy	Effective Date:	Feb, 2022
Last Review Date:	Oct 19/23	Next Review Date:	Nov/26
Review Frequency:	Every 3 years (November) Gov & HR Committee	Related Supporting Documents:	Bylaws Council Code of Conduct

Purpose

Council has established this policy to provide guidance to Council Members on the correct protocol for all forms of communication related to their duties.

Principles

Formal Communications

In terms of formal communications, the following principles apply:

1. The Chair and Executive Director are authorized to act as primary spokespeople for CRNS, according to the following criteria:
 - Topic involves CRNS governance or Council: the Chair is primary spokesperson.
 - Topic does not involve CRNS governance or Council: the Executive Director is the primary spokesperson. When absent, the Executive Director may delegate this duty to a senior staff person.
 - In an urgent matter, if the Chair cannot be reached, and the subject involves CRNS' governance or Council, the Executive Director would be the alternate spokesperson.
 - If appropriate key messages have been developed and policy is not involved, a consistent response could be delivered by either of the identified spokespeople.
 - A spokesperson can be selected in advance if the timing of an issue or media relations campaign is known and the availability of the Chair and/or Executive Director has been predetermined.
 - In the case of special events, Council members or staff may be delegated specific media spokesperson duties by an appropriate primary spokesperson.

Informal Communications

2. In regard to informal communications, individual Council members will inevitably and legitimately have informal communications with stakeholders, regulated members and staff of CRNS. In all these instances, it is incumbent upon Council members to be explicitly clear that they are communicating in a personal capacity, not on behalf of the CRNS or the Council.

3. Council members engaging in social media are to meet the following criteria:
 - a. Council members are not to use CRNS' brand, logo, etc. on their social media platforms.
 - b. Do not share confidential information or information restricted by privacy legislation or professional ethical standards.
 - c. Respect copyright laws including CRNS owned copyrights.
 - d. Protect CRNS stakeholders by not citing them or obviously referencing them without their approval.
 - e. Use disclaimers to identify your role as a CRNS Council member but make it clear that you are not speaking officially on behalf of the CRNS.
 - f. Remember to abide by Council's Code of Conduct and that even private social media posts reflect on their role as a Council member and affect CRNS' image as a regulator.

Attendance at Events

4. CRNS may host events including those of a social and representational nature which Council members are invited to attend. As with all communications with stakeholders, Council members are expected to exercise vigilance and tact, referring any sensitive matters to the designated CRNS spokesperson(s).
5. There may be instances when Council members are requested to participate in various other events by virtue of their association with CRNS, for example a speaking engagement to members. In these instances:
 - The Council member should advise the Executive Director of the request;
 - The request will be considered and vetted by the Chair and/or Executive Director;
 - The Council member may be provided with generic speaking notes for the occasion;
 - The Council member will make it clear that they are not speaking on behalf of CRNS, rather in a personal capacity; and,
 - The Council member is to provide the Chair or the Executive Director with at minimum, a verbal debrief of the event.

Media Relations

6. Council members will refer any requests for media interviews to the Executive Director. In referring a media enquiry, Council members should be mindful that:
 - Media requests for information usually require a speedy response and should be handled on a priority basis;
 - By referring the call to the Executive Director, Council members provide a signal as to the limit of their authority; and,
 - They should not talk "off the record".



Requests from the Public

7. Occasions may arise from time to time whereby a Council member is approached, either in writing or otherwise, by an individual requesting the assistance of a Council member in resolving an issue with CRNS. Under these circumstances the request should be directed to the Executive Director who will route the enquiry or request for appropriate action within CRNS.

Review

Every three years by Governance & Human Resources Committee