



# 4-H Ontario Policy Manual

Section 4.3 – 4-H Ontario & Media Online Policies

4.3.1 WEBSITE  
Revised: July 11, 2019

## SECTION 4.3 4-H ONTARIO ONLINE & MEDIA POLICIES

### 4.3.1 WEBSITES

POLICY	DATE PASSED, AMENDED OR REVIEWED
<p><b>O-W-01 – 4-H Ontario Website (4-HOntario.ca)</b> <i>(Amended August 23, 2017)</i></p> <p><b>Purpose</b></p> <p>The following policies provide guidelines for creative communications over the Internet when representing 4-H Ontario and includes, but is not limited to, local 4-H Associations, 4-H clubs, the Ontario 4-H Council, and the Ontario 4-H Foundation. 4-HOntario.ca is registered to the Ontario 4-H Council and is the official website of 4-H Ontario.</p> <p><b>Website Privacy Policies</b></p> <p>4-H Ontario will strive to protect the privacy of those who visit, browse and use 4-HOntario.ca As such:</p> <ul style="list-style-type: none"> <li>• The 4-H Ontario web server does not recognize any personal information regarding the identity or email address of visitors to the website.</li> <li>• 4-H Ontario does not collect unsolicited identifying information on those who access the 4-H Ontario website.</li> <li>• If you supply us with personal contact information (postal address, email or telephone number) online, you will only receive contact from us with respect to 4-H Ontario.</li> </ul> <p><b>General Website and Online Policies</b></p> <ul style="list-style-type: none"> <li>• The World Wide Web (WWW) is a communication medium. All 4-H communication activity in this medium must conform to general 4-H policies and procedures.</li> <li>• Once you leave 4-HOntario.ca, 4-H Ontario is not responsible for any information or material you may locate at other sites.</li> <li>• Only screened and trained volunteers will have access to login/secure side of the Volunteer page on the website. If either expires the volunteer will lose access.</li> <li>• All 4-H Ontario youth will receive access to the login/secure side of the Youth page of the website when they join. Youth will lose access: <ul style="list-style-type: none"> <li>○ Upon the end of their 21<sup>st</sup> year for graduating members.</li> <li>○ Youth will not be able to access resources after 1 year of leaving the program</li> </ul> </li> <li>• 4-H Ontario, through the Communications Department, makes every effort to ensure content on the 4-HOntario.ca site is accurate and current.</li> </ul> <p><b>Social Media</b></p> <p>The following are guidelines to be adhered to, to protect the 4-H brand as well as 4-H and our stakeholders in the social media realm:</p>	<p>2012/2017</p>



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- All photos published by 4-H must be of safe activities (this includes helmets in biking photos, lifejackets in water sports etc.).
- Ensure that you have the right to distribute and display any photos that are published online by 4-H. This includes Media Release Forms and any copyrighted materials.
- Any links posted by 4-H should point to external sites related to 4-H (ie. 4-H Canada, provincial 4-H websites, international 4-H sites). Other appropriate sites include sponsor sites, or news organizations.
- All photos, comments and posts made should be 4-H appropriate, inclusive, respectful and inline with 4-H values.

The advent of social media has also given new power to social media users. This means users of these sites are able to post photos, comments, videos and links. In order to help protect 4-H, the following are guidelines to follow concerning user generated content:

- In order to publish a photo, a user must certify that he/she has the right to distribute that photo. While this does take the ownership of the photo away from 4-H, these photos must still be monitored. Ensure that all photos accurately depict 4-H activities in a positive light, and are depicting safe activities. These photos should also be respectful and inline with 4-H values. An administrator should immediately delete any photos deemed inappropriate.
- If there are any complaints made about a photo posted on a 4-H social media site, it should be reviewed and dealt with appropriately. This means deleting any photos that offend or do not depict 4-H in a positive way.
- Complaints about any postings or photos that are brought to the attention of 4-H should lead to a review of the posted items and appropriate action, and directed to the site administrator (ie. Facebook) if they are deemed to be offensive or outside the rights of that particular user.
- Any solicitations made on 4-H social media sites should be deleted immediately. Links to articles or contests that may be of interest to 4-Hers are allowed. However, any direct solicitations for 'Free space' or 'Free merchandise' should be deleted and reported to site owners as solicitation.
- Posts, comments or blogs posted must be appropriate and respectful. The administrator should immediately remove all posts, comments or blogs deemed to be hurtful, disrespectful or inappropriate.
- Any personal contact information, posted by a 4-H Member (17 and under) should be deleted and removed for security and risk management reasons.

### **Staff and Volunteer Personal Use of Social Media**

Many 4-H staff, volunteers, and “ambassadors of the program” contribute to their own personal social media, including, but not limited to, Facebook, blogs, Twitter, Flickr, YouTube and their own private websites.

4-H staff, volunteers and “ambassadors” are often seen as role models, and this perception is also mirrored in the realm of social media. Please keep in mind that if you identify yourself as an employee or volunteer for 4-H, your views could be seen as an “official view” of the organization. Please treat social media as you would any other form of



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communications, such as newspapers or magazines. In addition, please remember that you are a 4-H role model and members, sponsors and the general public may be able to view your social media activity openly.

A disclaimer such as, *“Please note that the views expressed here are mine, and mine alone, and do not reflect the views of 4-H, whether at the local, provincial, or national level”* can help to clarify your personal activities and opinions posted from those of the official “4-H” body.

### **For Page Members/Fans**

#### 4-H Ontario Facebook Community Guidelines

The 4-H Ontario Facebook page is managed and monitored by the 4-H Ontario staff. The Ontario 4-H Council is a member of the Canadian 4-H Council. A reminder however, that posts or discussions by community members in no way reflect the views of the Ontario 4-H Council.

This is a page for supporters of 4-H in Ontario with the purpose to build a community of 4-H Ontario fans engaging in positive and constructive conversation. We encourage open discussion and invite you to share your opinions and photos. A team at 4-H Ontario monitors the page daily to make sure postings and discussions are appropriate in nature. However, *please note that 4-H Ontario is not responsible for photos posted by users to this account. If any photos are deemed to be offensive, they will be removed immediately. As well, any complaints or concerns should be brought to the attention of 4-H, and these photos will be dealt with appropriately.* We reserve the right to delete posts and pictures and/or block you from the community page if your posts are deemed inappropriate due to:

- violation of the 4-H Ontario Code of Conduct
- profanity, derogatory or discriminatory language, misinformation, spam / off-topic, personal attacks, promoting illegal or questionable activities

A reminder to all posting photos:

- pictures of other individuals must not be posted without that person’s written consent. Pictures that are brought to our attention, which have been posted without written consent, will also be removed.
- pictures that depict inappropriate or unsafe behaviours will not be tolerated and will be removed.

### **Use of the 4-H Ontario brand on social media**

- Associations and clubs may create their own social media sites.
- Brand standards in regards to logos, colours, etc (mentioned below in brand standards O-W-03) must be followed.
- 4-H Ontario reserves the right to ask Associations/Clubs to remove or adjust any information deemed inappropriate or which is not following brand guidelines.

Associations and Clubs may create their own logo by using 4-H Canada’s Logo Generator, found online at: [www.4-h-canada.ca/brand-app](http://www.4-h-canada.ca/brand-app)



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### **O-W-02 - Association Webmaster Policies**

(Amended: August 23, 2017)

4-H Ontario encourages contributions to its website 4-HOntario.ca and Association websites hosted within its website. These policies are intended to guide the preparation and management of such contributions:

- A large amount of provincial 4-H data and critical information is stored within 4-HOntario.ca. The integrity of this information is the sole responsibility of 4-H Ontario and will be monitored and safeguarded at a provincial level. The support and training of an individual who has access to update or delete information within the website, and hosted websites, is a provincial responsibility.
- Association Webmasters are determined by the local 4-H Associations, and enter into an agreement with 4-H Ontario to maintain 4-H Ontario's website and online presence. It is imperative that local 4-H Associations are comfortable with the Webmaster individual(s) representing their association. Additional Webmasters will be accepted as recommended by local 4-H Associations. Association Webmasters must have completed the 4-H Ontario Webmaster Agreement Form #6.30.

#### **Who is Eligible to be an Association Webmaster?**

- Any current 4-H screened and trained Volunteer who is at least 18 years of age.
- Volunteer must be approved by the local Association
- No Webmaster experience is required, however some web/content management experience would be beneficial in this role.

#### **Conditions and Restrictions of Webmaster Position**

- Position is subject to compliance with the above mentioned guidelines and policies.
- Acknowledge and agree that the local 4-H Association or 4-H Ontario may terminate your privileges should you fail to comply with the terms and conditions or any other 4-H Ontario guidelines and rules outlined.
- Website postings may not contain material that assaults the personal integrity of others, such as political, racist or religious propaganda.
- Association websites are used strictly for sharing and reporting of 4-H news and events. They may not be used as a forum for grievances.
- 4-H Ontario at its sole discretion further reserves the right to immediately suspend privileges should an Association Webmaster's conduct be deemed directly or indirectly harmful to others in any way.
- As an Association Webmaster you acknowledge and agree that all information, pictures or graphics that are posted or transmitted are the sole responsibility of the person from which such content originated.
- 4-H Ontario offers support to Association Webmasters through the 4-H Ontario Communications Department at [webmaster@4-hontario.ca](mailto:webmaster@4-hontario.ca).
- 4-H values the contribution of ideas to improve 4-HOntario.ca for accessibility of information for visitors. If at any time you have ideas or suggestions please feel free to submit them to [webmaster@4-hontario.ca](mailto:webmaster@4-hontario.ca).

4-H Canada Brand Guidelines, including but not limited to the 4-H trademark, logo, pledge, motto and watermark are outlined in this policy manual in the following section O-W-03 and

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fully in 5.1 Appendix E – 4-H Canada Brand Standards Manual.

### **Externally Hosted 4-H Ontario Association and Club Website Policies**

- All 4-H Ontario local Association and club websites/pages are a worldwide representation of 4-H in Ontario. Local 4-H Association and club websites and pages must maintain the same consistency of integrity, accuracy and style as the 4-H Ontario website at: [4-HOntario.ca](http://4-HOntario.ca).
- All 4-H Associations with externally hosted local and club websites/pages will work cooperatively with 4-H Ontario to ensure accuracy and conformity to the 4-H Ontario policies and procedures.
- The use of advertisement based servers is strongly discouraged and may result in the requirement to cease and desist because these sites often display non-selective banner advertisements that may not reflect 4-H values and beliefs.
- 4-H Ontario is not responsible for the content and accuracy of externally hosted 4-H Ontario Association and club web pages linked to [4-HOntario.ca](http://4-HOntario.ca). This responsibility is delegated to local Associations and Webmasters who have been instructed to adhere to 4-H Ontario's policies.

### **Copyright Policies**

- The Web is a publishing medium, and as with other publishing mediums, copyright laws apply. No infringement of copyrighted material will be allowed within the 4-H Ontario Program.
- 4-H Ontario.ca is registered to the Ontario 4-H Council, which holds all copyrights associated with the website.
- Graphics or page portions cannot be copied from externally hosted 4-H association or club websites or pages to construct independent pages for 4-H Activities or associations. This action contravenes copyright law.

### **O-W-03 - Usage of the 4-H Trademark, Logo, Watermark, Pledge & Mission**

(Amended: July 11, 2019)

Developers of 4-H Ontario Association and club website/pages will only use the 4-H Trademark, logo, watermark, pledge and motto as follows:

**THE 4-H MOTTO:** “Learn To Do By Doing”

**THE 4-H PLEDGE:** “I pledge:

My Head to clearer thinking,  
My Heart to greater loyalty,  
My Hands to larger service,  
My Health to better living,  
For my club, my community, my country, and my world.”

- 4-H® Trademark is written as follows: the Arabic numeral “4” followed by a dash (-) followed by the capital letter “H”; this is 4-H®
- The “4-H” trademark is protected by law as a registered trademark of the Canadian 4-H Council.
- DO NOT under any circumstances, remove or otherwise delete the dash (-) from this application, as this is incorrect use of our registered trademark.
- 4-H Logo is a four-leaf clover with a capital “H” inscribed on each leaf in reverse type.

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<p>The word “CANADA” is printed under the clover.</p> <ul style="list-style-type: none"> <li>• The 4-H logo (design trademark) is protected by law as a registered trademark of the Canadian 4-H Council.</li> </ul> <p><b>4-H Canada Visual Identity Guide</b></p> <p>* Please see 5.1 Appendix E – 4-H Canada Brand Standards Manual for full Brand Guidelines.</p>	
<p><b>O-W-04 - Website Links Policies</b> <i>(Amended August 23, 2017)</i></p> <p><b><u>To 4-HOntario.ca</u></b></p> <ul style="list-style-type: none"> <li>• A prominent link to 4-HOntario.ca will be included from the main home page of all externally hosted 4-H Association and club websites/pages.</li> <li>• Companies and organizations linking to 4-HOntario.ca will enter into an understanding with 4-H Ontario to ensure the linked websites, pages, companies and organizations maintain the integrity and values associated with 4-H. It should be understood that links may not be reciprocated.</li> </ul> <p><b><u>From 4-HOntario.ca</u></b></p> <ul style="list-style-type: none"> <li>• Priority will be given to links to 4-H websites provided they conform to 4-H policies, procedures and guidelines.</li> <li>• Links to other sites from 4-HOntario.ca are at the discretion of 4-H Ontario and may be removed without prior notification.</li> <li>• Links from 4-HOntario.ca to other sites should not be considered an endorsement of the company or organization or product. The Ontario 4-H Council does not endorse any products which are in contravention of its values.</li> </ul> <p><b>4-H LEARNS</b></p> <ul style="list-style-type: none"> <li>• 4-H LEARNS is managed by 4-H Canada with content updated to the 4-H Ontario section by 4-H Ontario.</li> </ul> <p>Prior to use of projects from 4-H LEARNS please review Policy OM-16.</p>	2012/2017
<p><b>O-W-05 - 4-H Ontario’s Canada’s Anti-Spam Legislation (CASL) Policy</b> <i>(Established June 30, 2017)</i></p> <p><b>Effective:</b> July 1, 2017</p> <p><b>Objective:</b> The objective of this Canada's Anti-Spam Legislation (CASL) Policy is to outline the roles and responsibilities of 4-H Ontario and its employees to ensure compliance with the provisions of CASL and its associated regulations.</p> <p><b>This policy covers:</b> This Policy applies to all full-time, part-time, contract and casual employees of 4-H Ontario, and/or any other persons including volunteers or contractors who represent 4-H Ontario or have been given access to a 4-H Ontario email account, all of</p>	2017



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whom are collectively referred to herein as “employees”.

### What does CASL cover and what is a CEM?

A Commercial Electronic Message (CEM) is an email, text, instant message, tweet, or any other electronic message that has as a part of its purpose to encourage the recipient to engage in “commercial activity.” Even if there is no profit, it can still count as commercial activity. Examples include:

- Emails seeking donations
- Emails seeking volunteers/members
- Emails selling tickets to an event/lottery
- Emails promoting services
- Emails promoting a charitable event/activity
- Electronic newsletters
- Emails promoting the organization / charity

### How will 4-H Ontario employees ensure CEMs Are CASL Compliant?

When contacting electronically employees will:

- Ensure the recipient gave consent: this can be express consent (which lasts until they unsubscribe) or implied (which lasts 2 years after the last engagement).
- Provide identifying info of all the people it is sent on behalf of.
- Provide a way to contact the sender.
- Provide an unsubscribe option: this may be a button to click on through an email marketing program, or it could be instructions on who to email.
- Ensure the method unsubscribes the person within 10 days and is available for 60 days after the email is received.

### Social Media

4-H Ontario employees will not send direct messages via social media except when in response to an inquiry or question. CASL does not apply to social media updates, posts, statuses, etc. that would regularly populate our newsfeed.

### How is consent defined in CASL? Express vs Implied Consent

Express consent means that a person has clearly agreed to receive a CEM, either in writing or orally. The recipient must take a proactive action to indicate their express consent (in other words, express consent must be obtained through an opt-in mechanism, e.g. signing up at your website). Remember that an electronic message that contains a request for express consent is also considered to be a CEM under CASL and therefore is not a method through which express consent can be obtained. Express consent is not time-limited: once express consent is obtained you are able to send CEMs until the recipient notifies you that they no longer want to receive them. For more information on requirements for obtaining express consent, please see *Compliance and Enforcement Information Bulletin CRTC 2012-549*.

You may rely on implied consent for sending CEMs if it is done under certain conditions, as set out in *section 10(9)* of CASL. This may include having an existing business relationship (EBR) based on a previous commercial transaction with the recipient; or having an existing non-business relationship based on, for example, membership in your club, or if the





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recipient participated as a volunteer for your charitable organization; or where a person makes their email address publicly available by publishing it on a website. In the latter case, this conspicuous publication of their email address must not be accompanied by a statement indicating they do not want to receive CEMs at that address. If the statement is not present, in order to send a CEM, the message must relate to the recipient's business role, functions or duties in an official or business capacity. There is a time-limitation attached to the life of the implied consent (more on this below).

If your situation does not meet the categories of implied consent set out in CASL, then you cannot rely on implied consent to send CEMs. The only way to obtain express consent via e-mail is if you have implied consent to send the message.

#### **What are our obligations as non-profits and charities under CASL?**

Non-profits need written or oral consent before sending any commercial messages, or before adding people to their permanent mailing lists. As well, any commercial emails will need to include the organization's address, telephone or email to identify the organization, and an unsubscribe option.

4-H Ontario uses MailChimp as an Email Marketing Service in order to remain compliant with CASL.

#### **Statutory Exceptions**

CASL provides for several exemptions to the consent and form of message requirements.

Exceptions include messages:

- Sent by an individual to an individual with whom they have **personal or family** relationship "Personal relationship" means direct, voluntary two-way communications, where it is reasonable to conclude the relationship is personal, and there is no indication that recipients don't want to receive CEMs. "Family relationship" means marriage, common law and parent child
- CEMs **sent to businesses**, namely CEMs:
  - Sent to a business, where the message consists solely of a related inquiry/application or that business' response
  - Internal CEMs concerning affairs of that organization
  - External business-to-business CEMs, where (1) there is a "relationship", and (2) the message concerns the affairs of organization or recipient employee, representative, consultant or franchisee's role, duties or functions

#### **Are media or press releases sent to media staff counted under CASL?**

Yes. However if the contact information for that media staff is conspicuously posted, and not accompanied by a request to not receive unsolicited mail, then you have implied consent so long as the information being sent pertains to their job. Basically, you have to be able to easily find their contact information and it can't be accompanied by a "no unsolicited messages" stipulation. The information you send has to be relevant to their job. (In this scenario, it would have to be some kind of media release.)

**There are certain scenarios that provide exceptions from consent requirements only, but the prescribed form requirements remain. This applies to CEMs that:**





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- Provide a quote or estimate, where requested by recipient
- Facilitate, complete or confirm a commercial transaction to which the recipient previously agreed
- Provide warranty, recall, safety or security information about a product/good/service that the recipient purchased
- Provide notification of factual info regarding ongoing subscription or membership
- Provide information to an employee regarding employment, benefits, etc.
- Deliver a product, good or service the recipient is entitled to receive
- Communicate for a purpose set out in the regulations.

Referrals also get special treatment with CASL

First CEM sent following a referral by a “person” with:

- An existing business or non-business relationship (as defined);
- A personal or family relationship with both the sender and recipient
- Where the CEM discloses the full name of the referrer and states the message was sent as a result of the referral

For procedures on how 4-H staff are to comply with CASL in their email practices, please see the Standard Operating Procedures in the 4-H Ontario Staff Handbook.

For Best Practices for local 4-H Associations please see Appendix D of the 4-H Ontario Policy Manual.

For further questions regarding the 4-H Ontario Canada’s Anti-Spam Legislation (CASL) Policy please contact:

Manager, Communications, 4-H Ontario  
communications@4-hontario.ca

519-856-0992 x 465  
1-877-410-6748 x 465