



4-H Ontario Policy Manual

Section 4.3 – 4-H Ontario & Media Online Policies

4.3.1 WEBSITE
Revised: July 15, 2021

SECTION 4.3 4-H ONTARIO ONLINE & MEDIA POLICIES

4.3.1 WEBSITES

POLICY	DATE PASSED, AMENDED OR REVIEWED
<p>O-W-01 – 4-H Ontario Website (4-HEntario.ca) <i>(Updated: July 15, 2021)</i></p> <p>Purpose</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-HEntario.ca is registered to the Ontario 4-H Council and is the official website of 4-H Ontario.</p> <p>Website Privacy Policies</p> <p>4-H Ontario will strive to protect the privacy of those who visit, browse and use 4-HEntario.ca As such:</p> <ul style="list-style-type: none"> • The 4-H Ontario web server may use cookies, pixels or other technologies to track website engagement and users. • 4-H Ontario does not distribute or sell user information. Our contact lists are for use by 4-H Ontario and 4-H Canada exclusively. <p>Digital Media Communications Policies</p> <ul style="list-style-type: none"> • All digital media communications from 4-H Ontario must adhere to 4-H Ontario policies and procedures. • 4-H Ontario is not responsible for information that exists on websites or social media outside of those owned by 4-H Ontario. • Approved volunteers in good standing, staff and Council/Foundation members will have access to the secure web portal. Access is revoked if they cease to be associated with the 4-H organization or if their approval expires. • 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"> ○ Upon the end of their 21st year for graduating members. ○ Youth will not be able to access resources after 1 year of leaving the program • 4-H Ontario, through the Communications Department, makes every effort to ensure content on the 4-HEntario.ca site is accurate and current. • Association webmasters are given permission and training on the Association microsities and are expected to adhere to 4-H Ontario communication policy and brand while managing the microsities. <p>Social Media</p> <p>Social media guidelines and expectations for staff, volunteers and those representing 4-H Ontario on social media.</p>	<p>2012/ 2017/ 2021</p>



4-H Ontario Policy Manual

Section 4.3 – 4-H Ontario & Media Online Policies

4.3.1 WEBSITE
Revised: July 15, 2021

- All photos published by 4-H must be of safe activities (this includes helmets in biking photos, lifejackets in water sports etc.).
- Verify that a media release form has been obtained for any youth appearing in digital media.
- Third party links should be relevant to 4-H Ontario and verified for appropriate content (sponsors, partners, informational sites, etc.).
- All digital media content should demonstrate that 4-H is a positive, inclusive and safe youth development organization that values authenticity and hands-on learning.

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.

Guidelines for monitoring user generated content:

- Stock photos must be open source or have purchased copyrights.
- Permission must be given for Associations to use 4-H Ontario content outside of the use it was originally intended (contact communications@4-Hontario.ca).
- Photos should be positive, safe and youth appropriate. They should also follow the instructions laid out in the 4-H brand guidelines.
- Use of any photos of 4-H youth must have an approved media release.
- Concerns about social media content should be directed to communications@4-Hontario.ca and will be dealt with appropriately by the Manager, Communications.
- The Manager, Communications will review the content and take appropriate action (this may include contacting the site admin to have the post removed).
- Unapproved or inappropriate solicitation of 4-H staff, members or volunteers is strictly prohibited and will be deleted immediately.
- Requested third party content should be sent to digital@4-Hontario.ca for approval.
- Posts, comments or blogs must be appropriate and respectful. The administrator should immediately remove any content deemed to be hurtful, disrespectful or inappropriate relevant to 4-H.
- Any personal contact information, posted by a 4-H Member (17 and under) will be removed to ensure the safety of the youth.

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, TikTok, Snapchat and their own private websites. 4-H staff, volunteers, and affiliates should be mindful of their online conversations as representatives of 4-H Ontario.

Adding 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 4-H Ontario, but do not prohibit the media from connecting you to the 4-H Ontario Brand.

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



4-H Ontario Policy Manual

Section 4.3 – 4-H Ontario & Media Online Policies

4.3.1 WEBSITE
Revised: July 15, 2021

<p>view” of the organization.</p> <p>Social Media Engagement & Followers</p> <p>4-H Ontario social media pages are managed and monitored by 4-H Ontario staff. 4-H Ontario uses the 4-H logo and brand under permission from 4-H Canada.</p> <p>Third party posts and discussions on 4-H Ontario social media in no reflect the views and opinions of 4-H Ontario.</p> <p>4-H Ontario staff monitor all 4-H Ontario digital media regularly. While discussion among social media users is encouraged, 4-H Ontario reserves the right to delete content that is inappropriate due to:</p> <ul style="list-style-type: none"> • 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 <p>A reminder to all posting photos:</p> <ul style="list-style-type: none"> • 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. <p>Use of the 4-H Ontario brand on social media</p> <ul style="list-style-type: none"> • Associations and clubs may create their own social media sites and should connect them to the 4-H Ontario site through following or tagging. • 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. • Refer to B-BO-19 Association in Good Standing. <p>Associations and Clubs should create their own logo by using 4-H Canada’s Logo Generator, found online at: www.4-h-canada.ca/brand-app</p>	
<p>O-W-02 - Association Webmaster Policies</p> <p><i>(Updated: July 15, 2021)</i></p> <p>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:</p> <ul style="list-style-type: none"> • 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 	<p>2012/ 2014/ 2017/ 2021</p>



4-H Ontario Policy Manual

Section 4.3 – 4-H Ontario & Media Online Policies

4.3.1 WEBSITE

Revised: July 15, 2021

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, as well as training on the expectation and use of the 4-H Ontario CMS.

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 or the reputation of 4-H Ontario.
- As an Association Webmaster you have the rights to all information and permission for the use of pictures or graphics that are posted or shared via the 4-H Ontario website.
- 4-H Ontario offers support to Association Webmasters through the 4-H Ontario Communications Department at webmaster@4-hontario.ca.
- If at any time you have ideas or suggestions relating to the website, please feel free to submit them to 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 fully in 5.1 Appendix E – 4-H Canada Brand Standards Manual.

Externally Hosted 4-H Ontario Association and Club Website Policies

- Local Associations should use the 4-H Ontario microsites as their local website. If functionality is required outside of the 4-H Ontario website, permission must be obtained to use the brand.
- All 4-H Associations with externally hosted local and club websites must be registered with 4-H Ontario to ensure brand consistency.
- 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 liable for personal information collected by independent association websites, apps or digital media not owned and operated by 4-H Ontario.



4-H Ontario Policy Manual

Section 4.3 – 4-H Ontario & Media Online Policies

4.3.1 WEBSITE
Revised: July 15, 2021

<p>Copyright Policies</p> <ul style="list-style-type: none"> • 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. • The 4-H Brand is used by 4-H Ontario under license from 4-H Canada. 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. 	
<p>O-W-03 - Usage of the 4-H Trademark, Logo, Watermark, Pledge & Mission (Reviewed: July 15, 2021)</p> <p>Developers of 4-H Ontario Association and club website/pages will only use the 4-H Trademark, logo, watermark, pledge and motto as follows:</p> <p>THE 4-H MOTTO: “Learn To Do By Doing”</p> <p>THE 4-H PLEDGE: “I pledge:</p> <p style="padding-left: 40px;">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.”</p> <ul style="list-style-type: none"> • 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. The word “CANADA” is printed under the clover. • The 4-H logo (design trademark) is protected by law as a registered trademark of the Canadian 4-H Council. <p>4-H Canada Visual Identity Guide <i>* Please see 5.1 Appendix E – 4-H Canada Brand Standards Manual for full Brand Guidelines.</i></p>	<p>2012/ 2014/ 2019/ 2021</p>
<p>O-W-04 - Website Links Policies (Updated: July 15, 2021)</p> <p><u>To 4-HOntario.ca</u></p> <ul style="list-style-type: none"> • 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. • Companies and organizations linking to 4-HOntario.ca will enter into an agreement with 	<p>2012/ 2017/ 2021</p>



4-H Ontario Policy Manual

Section 4.3 – 4-H Ontario & Media Online Policies

4.3.1 WEBSITE
Revised: July 15, 2021

<p>4-H Ontario to ensure the linked websites, pages, companies and organizations maintain the 4-H brand. It should be understood that links may not be reciprocated.</p> <p><u>From 4-HOntario.ca</u></p> <ul style="list-style-type: none"> • Priority will be given to links related to 4-H websites provided they conform to 4-H policies, procedures and guidelines. • Links to other sites from 4-HOntario.ca are at the discretion of 4-H Ontario and may be removed without prior notification. • 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 the 4-H brand. <p>4-H LEARNS</p> <ul style="list-style-type: none"> • 4-H LEARNS is managed by 4-H Canada with content updated to the 4-H Ontario section by 4-H Ontario. <p>Prior to use of projects from 4-H LEARNS please review Policy O-M-16.</p>	
<p>O-W-05 - 4-H Ontario’s Canada’s Anti-Spam Legislation (CASL) Policy <i>(Updated: July 15, 2021)</i></p> <p>Objective: 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>This policy covers: 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 whom are collectively referred to herein as “employees”.</p> <p>What does CASL cover and what is a CEM?</p> <p>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:</p> <ul style="list-style-type: none"> • 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 <p>How will 4-H Ontario employees ensure CEMs Are CASL Compliant?</p> <p>When communicating electronically employees will:</p> <ul style="list-style-type: none"> • 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. 	<p>2017/ 2021</p>



4-H Ontario Policy Manual

Section 4.3 – 4-H Ontario & Media Online Policies

4.3.1 WEBSITE
Revised: July 15, 2021

- 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 or post 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 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. We also ensure accuracy using the Raiser's Edge CMS for communications consent.



4-H Ontario Policy Manual

Section 4.3 – 4-H Ontario & Media Online Policies

4.3.1 WEBSITE
Revised: July 15, 2021

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:

- 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



4-H Ontario Policy Manual

Section 4.3 – 4-H Ontario & Media Online Policies

4.3.1 WEBSITE
Revised: July 15, 2021

<p>see the Standard Operating Procedures in the 4-H Ontario Staff Handbook.</p> <p>For Best Practices for local 4-H Associations please see Appendix D of the 4-H Ontario Policy Manual.</p> <p>For further questions regarding the 4-H Ontario Canada's Anti-Spam Legislation (CASL) Policy please contact:</p> <p>Manager, Communications, 4-H Ontario communications@4-hontario.ca</p> <p>519-856-0992 x 465 1-877-410-6748 x 465</p>	
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