

## SOCIAL MEDIA POLICY

### Purpose

The purpose of the Teachers' Pension Plan Trustee Inc. social media accounts is to open the lines of communication with the Teachers' Pension Plan membership and the general public through the use of various social media platforms. TPPTI's social media accounts will be used to:

- promote an understanding of the TPP and to educate the membership on their pension benefits
- raise awareness of the Plan's financial health
- improve the dialogue and build trust with Plan Membership
- correct misconceptions and errors

All use of TPPTI's social media accounts must adhere to all TPPTI policies.

The Trustee's social media accounts will be managed and monitored by NSPSC.

### Definitions

Board	the Board of Directors of TPPTI
Board Director/Director	a member of the Board
Chair	chairperson of the Board
Committee	the internal committees established by the Board, being Investment; Audit and Actuarial; Governance, Communications and Member Services
Committee Chair	chairperson of a Committee
Corporation/NSPSC	Nova Scotia Pension Services Corporation
NSPSC Director	a Board Director who also sits on the board of directors of NSPSC
Plan	Teachers' Pension Plan (TPP)

Plan Membership/ Plan Members	active and deferred members, pensions and survivors
Sponsors	Province of Nova Scotia and Nova Scotia Teachers Union
Trustee	Teachers' Pension Plan Trustee Inc. (TPPTI)
Users	Any individual(s) and/or corporation(s) or other entities who engage in communication with TPPTI and/or NSPSC through use of TPPTI's social media accounts.

## Content Guidelines

TPPTI and NSPSC will only post public information to TPPTI's social media accounts. Personal information, such as a social insurance number, phone number or professional number, will not be disclosed because it is information that would lead to the identification of a particular person. Confidential information will not be disclosed because it includes information not publicly disclosed which is of a sensitive or proprietary nature.

Information on TPPTI's social media accounts is made available for independent use and is not intended to provide Plan Members with benefits, retirement or investment advice.

TPPTI and NSPSC are not responsible for any direct or indirect damages relating to errors, omissions or discrepancies on TPPTI's social media accounts. Plan Members and the general public are encouraged to contact NSPSC with any specific questions or concerns.

The information contained on TPPTI's social media accounts is for information distribution and discussion purposes only. In the event of a conflict between the information contained on TPPTI's social media accounts and the information contained in Plan Member communications and official TPP documents, the information contained in Plan Member communications and official Plan documents will govern.

Please see Appendix "A" to review the Terms of Use for TPPTI's social media accounts.

## Monitoring

NSPSC will monitor TPPTI's social media accounts during regular business hours. The views of participants commenting on TPPTI social media feeds do not necessarily represent the views of TPPTI or NSPSC. TPPTI and NSPSC are not responsible for any online information posted about their programs, services, benefits, representatives, or stakeholders that is not posted or authorized by TPPTI or NSPSC.

## Privacy

TPPTI and NSPSC are not responsible for any personal, confidential, or otherwise inappropriate information posted by Plan Members or other individuals using TPPTI's social media accounts. TPPTI and NSPSC may remove posts that contain personal, confidential, or otherwise inappropriate information, but are not responsible for any damages caused by any delay or failure to remove posts that contain personal, confidential, or otherwise inappropriate information. Individuals who enter personal or confidential information on TPPTI's social media accounts do so at their own risk.

## Reporting

To assist in ongoing planning and assessment of TPPTI's social media accounts, there will be regular reporting of the activity in the accounts to the Board.

APPROVED BY MOTION at the Teachers' Pension Plan Trustee Inc. meeting of November 18, 2014, with subsequent revisions on:

- o September 27, 2019 (Twitter Account Policy becomes Social Media Policy)
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## APPENDIX 'A' SOCIAL MEDIA POLICY TERMS OF USE

By engaging with TPPTI through its social media accounts, Users agree to be subject to these terms of use and guidelines. Among other things, TPPTI and/or NSPSC:

1. may review tweets, posts, comments, and messages, but may not reply to and/or moderate all discussion on TPPTI social media feeds. Being followed by TPPTI social media accounts does not imply endorsement of any kind. Users may occasionally share content that TPPTI and/or NSPSC deem of interest to the Plan audience. Retweeting or sharing a post by TPPTI's social media accounts should not be interpreted as an endorsement of the originator, the content of the tweet or post, or any organization the tweet or post refers to.
2. reserve the right to block Users, or delete, edit or report their tweets, posts, comments, and messages, for any reason, including tweets, posts, comments, and messages that:
  - express racist, hateful, sexist, homophobic, slanderous, insulting, or life-threatening messages
  - are aggressive, coarse, violent, obscene, or pornographic in tone
  - are offensive to an individual or an organization, rude in tone, or otherwise abusive
  - are not sent by the author; put forward for advertising purposes and/or are written in a language other than English or French
  - are unintelligible, or otherwise inconsistent with the purposes of TPPTI social media accounts
  - are repetitive or spamming of threads
  - include links to non-TPPTI sites
  - infringe on intellectual property rights
3. reserve the right to remove, delete, or edit any tweets, posts, comments, and messages that are factually incorrect or misleading. The TPPTI and NSPSC cannot and do not guarantee the correctness, accuracy, timeliness, reliability or appropriateness of the content posted by non-TPPTI representatives. Any use or reliance on any content or materials posted via tweets, posts, comments, and messages or obtained through TPPTI's social media accounts is at the User's own risk.

Disagreements and constructive arguments are welcome as part of the discussions; however, inappropriate, abusive, discriminatory, offensive or unlawful comments are prohibited and will be subject to deletion.

TPPTI and NSPSC do not represent or warrant the correctness, accuracy, timeliness, reliability or appropriateness of the content contained in TPPTI's social media accounts or that the content is free of viruses or other harmful code.

TPPTI and NSPSC are not responsible or liable for any damages, whether direct, indirect, incidental, special, or consequential, in any way arising out of or in connection with TPPTI's social media accounts, including their content.