

<b>Preamble</b>	The Royal Ontario Museum (ROM) is committed to effective communication that will promote public awareness, understanding, and appreciation of the institution. Communication is a critical component of the daily operation of ROM and of the optimal performance of <i>employees</i> and <i>volunteers</i> .
<b>Policy</b>	ROM encourages accurate and respectful communication with members of the public, media, and among employees and volunteers. ROM will strive for consistency, accuracy, and objectivity in all its communications when disseminating information through all appropriate traditional and social media channels and stakeholder groups.
<i>External Communication</i>	<p>In all dealings with the public on behalf of ROM, employees and volunteers will abide by the <i>Ethics and Conduct</i> Board Policy, specifically:</p> <ul style="list-style-type: none"> <li>• Treat others with respect and courtesy when representing ROM.</li> <li>• Keep confidential any and all information that involves a matter of trust.</li> </ul> <p>Employees and volunteers will:</p> <ul style="list-style-type: none"> <li>• Respond appropriately to all correspondence and inquiries.</li> <li>• Engage with ROM Communications when contacted or upon receiving questions from a traditional or social media outlet or personality. Present the programs and policies of ROM in a positive light.</li> <li>• Avoid making comments or statements that could be interpreted as official Museum policy or positioning.</li> </ul>
<i>Social Media</i>	<p>A senior manager (chief level or above) must approve any external communication, in any medium, that expresses an official institutional message on behalf of ROM.</p> <p>When sharing ROM information through social media, employees and volunteers must comply with confidentiality and relevant legislation in all external communications, including personal accounts. Staff and volunteer affiliation with ROM may be deemed an endorsement and/or attract media attention potentially affecting ROM's reputation.</p> <p>Without express permission from the Communications department, Museum employees and volunteers will not create or operate social media accounts named with titles incorporating "ROM," "Royal Ontario Museum" or similar.</p> <p>Employees and volunteers who choose to indicate a ROM affiliation on a social network site or in a social media bio, must include the disclaimer "Opinions are my own", to clarify that the social network/media account does not speak on behalf of ROM. All communications and postings on a social network/media site must be professional in nature and governed by the social media guidelines of ROM, which follow the <a href="#">Ontario Public Service guidelines</a>.</p>
<i>Internal Communications</i>	Whether or not there is direct mention of ROM or recognizable Museum objects, locations, or materials included in a personal social media post, members of the public may still make the association. Accordingly, social media must not be used in any manner that may: (i) harm the interests of ROM; (ii) embarrass or bring ROM into public disrepute, contempt, scandal or ridicule; (iii) subject ROM to liability; (iv) result in the spread of content that may be discriminatory, threatening, hostile,

### Confidentiality

harassing, offensive or otherwise inappropriate, (v) misrepresent the official policy or position of the Museum.

ROM seeks to ensure that it is represented accurately, consistently, and positively in the media at all times. Management is responsible for developing approved media protocol practices and designating appropriate individuals as spokespersons. Unless authorized to act as spokespersons on behalf of ROM, employees or volunteers will refer media inquiries to the Communications department.

### Law

In internal communications, all appropriate means will be used to share relevant information with employees and volunteers at the direction of the Director & CEO or designate. Board policies and management practices will be readily available to all employees and volunteers. Appropriate employees and volunteers will be consulted and/or informed of any changes to the above. ROM employees and volunteers will accept responsibility for keeping themselves informed about these policies and practices.

Relations with colleagues should always be courteous. Employees and volunteers will treat others with respect, tact, and courtesy, both internally and when representing ROM.

Employees and volunteers will comply with the [Canadian Museum Association's Ethics Guidelines](#) with respect to confidentiality, including the non-disclosure of the following:

- Information relating to personnel matters.
- Matters under negotiation or litigation.
- Confidential information about ROM donors or members.
- Any other information to which they have access only by virtue of their employment or volunteer placement, where disclosure would be contrary to the best interests of ROM.

Employees and volunteers will not reveal to unauthorized persons information that may infringe on the right to privacy of others.

Employees and volunteers will comply with all relevant legislation, including the [Freedom of Information and the Protection of Privacy Act](#), and the French Language [Services Act](#), and the [Public Service of Ontario Act](#) (2006) (PSOA).

Employees and volunteers will comply with ROM's Code of Conduct in the Workplace Management Policy.

### Explanation of Terms

*employee*: an individual who fills a position approved by the Director & CEO and who receives monetary compensation. ROM employees include senior management, supervisory and exempt staff, unionized employees, and individuals employed by ROM for a limited duration.

*volunteer*: a term that applies to all individuals who provide their time and service to an activity that supports the objectives of ROM and is authorized and sponsored by ROM for which they are not paid by ROM. Volunteers include, but are not limited to, volunteers in the Department of Museum Volunteers, trustees, research associates, departmental associates, field associates, curators emeritus, post-secondary or graduate students working in a curatorial department or in the field, and secondary-

school students working on a cooperative-education term on Museum premises or volunteering in the Hands-on Discovery galleries.

<b>Date</b>	June 21, 2001
<b>Amended</b>	August 29, 2002 December 6, 2007 December 11, 2008 March 4, 2010 June 21, 2012 March 26, 2015 December 13, 2016 March 26, 2019 ( <i>administrative changes</i> ) June 15, 2021 ( <i>administrative changes</i> ) June 14, 2022 ( <i>administrative changes</i> ) June 13, 2023 ( <i>administrative changes</i> ) June 18, 2025 ( <i>administrative changes</i> )

### MONITORING

#### Adherence to Policy

*Board:* The Governance Committee will periodically review management's adherence to the policy.

*Management:* The Director & CEO, Chief Marketing & Communications Officer, and the Chief Human Resources Officer be responsible for ensuring that the Governance Committee has all the relevant information for determining adherence.

#### Policy Review

<i>Method</i>	Internal Report
<i>Responsibility</i>	Governance Committee
<i>Minimum Frequency</i>	2-year review ( <i>next review June 2027</i> )

#### References:

ROM Ethics and Conduct Board Policy  
ROM Code of Conduct in the Workplace Management Policy